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# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

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VOL. IX.

NEW YORK, JULY 26, 1893.

No. 4.

**1<sup>st</sup>** in its appointments, enterprise and commanding influence, backed up with capital and energy, it naturally is

**1<sup>st</sup>** as a newspaper among the leading classes. Matchless in its attractive features, among the pushing, bright and breezy Californians it is without a rival—

## The San Francisco Examiner.

In many of the best homes and business centres of California it is the only daily; therefore its clientage is - - -

**1<sup>st</sup>**

And as a newspaper used by the best and largest advertisers, with its many leading attractions, in the hearts of Californians it is always - - -

**1<sup>st</sup>**

THE RESULT IS IRRESISTIBLE:

## FIRST IN CIRCULATION

*AVERAGE SWORN CIRCULATION FOR JUNE:*

DAILY,	SUNDAY,	WEEKLY,
65,835	82,400	76,525

which we believe is larger than the combined circulation of any other two San Francisco newspapers.

E. KATZ, EASTERN AGENT,  
186 and 187 World Building, New York.

A  
 "Royal"  
*Absolutely  
 Pure*

## Opinion :

Mr. La Fetra spoke most emphatically of the value of country papers: "The local weekly is a most excellent medium. It is read carefully, advertisements and all. It is kept in a prominent position in the family circle all the week, and is read by every one. The large weeklies issued from the principal cities, and that go all over the country, I do not consider so valuable, as their circulation is spread out over a wide territory; but the *country weekly* covers a particular section thoroughly. The difference between the two is like the difference between a sprinkling and a deluge."

Royal Baking Powder is advertised in dull as well as in prosperous times. If anything, the advertising expenditure is increased when trade is dull. The summer is a favorite time for advertising, because then other advertisers drop out, and better positions are obtainable.—PRINTERS' INK, June 28.

The Royal Baking Powder Co. unquestionably spends more money each year for advertising than any other house in the United States.

Their advertising manager speaks in no uncertain tones respecting the absolute value of *Local Country Papers*.

He knows, too, for he uses them, including the Atlantic Coast Lists, every week.

Bright and successful men are the ones to follow.

1400 Local Country Papers comprise the Atlantic Coast Lists.

They reach effectively the families in the towns and villages of the New England, Middle and Southern States.

Millions of people study them weekly.

One electrotpe and one order does the business.

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**ATLANTIC COAST LISTS,**

134 Leonard Street, New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. IX.

NEW YORK, JULY 26, 1893.

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## ON THE INTRODUCTION OF A NEW ARTICLE.

*By Eugene L. Button,*  
(Button's Raven Gloss Shoe Dressing).

To successfully place a new article of almost any kind upon the market at the present time is a difficult matter. It is not altogether impossible to begin with small capital, but in such a case one must not hope for much, unless he has an unusually good article. In most lines of trade the first obstacle encountered will be the number of similar articles already on the market. It will be found that the trade are supplied with other goods that are well known and well advertised, goods that almost sell themselves. Retailers are very loath to place an order for an article that is new and practically unheard of.

Aside from general newspaper advertising, there is a number of important factors in introducing new goods. Personal friendship goes a long way, and acquaintances among the trade are to be cultivated. A most important thing is the way the article is put up for the trade. If the package is attractive, it will advertise the article indirectly. A paste-board package of average size can be bought for from \$2 to \$4 a thousand, but for a new article—a toilet preparation, for instance—one should pay from \$30 to \$45 a thousand. For this sum a nicely japanned tin package can be obtained, and the expense of handsome lithography is included in the cost. When a dealer unpacks a

case of new goods and finds the packages neat, tasty and striking he is very apt to display them in a prominent place, possibly on his show-case, and this in itself is an advertisement.

The next important thing is a good show-card or hanger. It should be neat and attractive, and not have too many words on it; and it should not be too large, for if it is a retailer is apt to throw it away or hang it in a poor position, where it will be noticed but little. On the contrary, a small, neat and attractive card is often conspicuously placed in

a show-window or show-case. Most dealers will display such cards, and at no expense to the manufacturer. A card of sixty or seventy-five square inches is large enough for general purposes. A first-class one, lithographed in colors, on good stock, or upon "floss," will cost \$80 for the first thousand and \$6 for each additional thousand. This sum will buy a first-class article.

If something cheaper is wanted almost any printer will supply stock-lithographed cards,



EUGENE L. BUTTON.

with blank space for the advertisement. This style can be had complete for \$2 per thousand. The only objection is that some whisky or tobacco manufacturer is likely to make use of the same design.

It would be wise for the beginner to spend at least some money in trade papers. Even if his advertisement is small, it will be seen if properly displayed, and when he tries to sell a line of goods, if the dealer has heard of his article, it is a great help. We run

a half page regularly in trade papers, and get excellent returns from them. The ad is displayed with a good cut, and is changed each issue. Fully two-thirds of our business comes in without direct solicitation, but is due to advertising in various ways. Of this amount we think that at least ten per cent. can be traced to trade papers. When we began to use them a friend said: "Oh, trade papers are not much good. You might put in your card, but it is foolish to use much space in them." Experience has taught us just the reverse, and we think that for an article that sells to the trade, trade papers are the very best mediums.

One thing a beginner ought to avoid—that is, cutting prices or selling to those who undersell his other customers. The manufacturer should establish a scale of prices and stick to them, treating all alike. If the trade become disgruntled they can hurt him immeasurably. The temptation to make a sale at less than regular prices is sometimes very strong, especially if the stock is large and the cash low.

We send out over a million pamphlets and circulars, and think they are valuable aids to our general advertising.

As soon as our shoe dressing got a reputation, competitors sprang up everywhere. We did not think their products so good as ours, but they began to cut into our trade, and we found they were doing it by giving away little pictures and chromos to consumers, and novelties such as mirrors and similar articles to dealers. So we jumped in on similar lines and got out a lot of novelties, many of them costing considerable money. We give them to dealers who buy an order of a certain amount, such as a large rug with our trade-mark woven into it, or a patented shoe-fitting stool, combining a seat, a rest for the foot, a mirror in which a customer can see how the shoe looks, and of course our advertisement. We find these novelties pay, though our experience may be no criterion for those engaged in other lines of business, where the conditions are altogether different.

"And He Never Came Back."—Col. lector: I have brought this bill to you six times.

Editor—Yes; and if I don't tilt you out the window you'll bring it seven times. John, give me a lift on his right leg!—*Atlanta Constitution*.

## LOCAL NEWSPAPERS AS A UNIT.

By Benjamin H. Jefferson,

(Adv. Mgr. of Lyon & Healy's, Chicago).

With advertisements of a special or time limit nature I believe that a very important element of strength is to be derived from covering the entire newspaper field. The results from an advertisement in any one, two, or any small combination of papers, are often, upon the face of matters, at least, disappointing; but when the newspapers are used as a unit it is seldom, indeed, that the returns are not prompt and satisfactory. This fact has opened up to me a line of thought, to which I have seen little or no reference in print, and has made me desirous of information in regard to the other principal cities, similar to that which I here furnish for Chicago.

Using a fifty-line, double-column advertisement as the unit of measurement, for the reason that I believe it to be the smallest size capable of bringing worth-while results from a few insertions, and thus incurring the penalty of breaking column-rules—but on the other hand, gaining somewhat in position—we find that to cover the Chicago field it must appear once in each of the following 14 dailies:

<i>Tribune</i> ,	preferably Sunday.
<i>Herald</i> ,	"
<i>Inter-Ocean</i> ,	"
<i>Times</i> ,	"
<i>Daily News</i> ,	any week-day.
<i>News-Record</i> ,	"
<i>Staats-Zeitung</i> ,	preferably Sunday.
<i>Evening Zeitung</i> ,	any week-day.
<i>Abend Post</i> ,	"
<i>Post</i> ,	"
<i>Journal</i> ,	"
<i>Mail</i> ,	"
<i>Dispatch</i> ,	"
<i>Globe</i> ,	preferably Sunday.

This fifty-line, double-column advertisement, if placed at the lowest current rates (using Sunday editions where indicated), would cost about \$250 for one insertion; thus advertisers who sometimes use "quick-result" or "important news" display announcements may make this memorandum:

Chicago (all around), per agate line, \$2.50.

What is the corresponding figure for New York? Boston? Philadelphia? etc., etc.

In regard to just wherein the peculiar virtue of using the local newspapers as a unit lies, of course, I can offer nothing more weighty than a personal opinion, but it seems to me to be the result:

First. Of the cumulative effect.

Second. Making sure of the specially good work which some one or more of the papers may be able to do for you.

Third. Giving the public no choice but to believe in your earnestness, for it is even worth your while to put your advertisement into the smaller papers.

It is hardly necessary to point out the fact that almost all leading manufacturers are upon the *qui vive* for advertising that will at once produce a strong effect upon local sales.

If newspapers themselves became convinced of the merit of this "unit" system, it would be easy to form a pool-rate in the various cities, which would apply only to foreign advertisers, and which would undoubtedly result in bringing out a new class of business.

### STREET CAR ADVERTISING.

By M. Winburgh.

A retrospection of five years will cover the genesis of street car advertising.

Five years ago street car advertising in a city was mostly confined to local dealers, and was more or less desultorily done by them.

Five years ago there were no electric cars to speak of, and but few cable roads—the majority of the street cars were horse cars.

Five years ago the street cars were, as a rule, uncomfortable, plainly finished, badly heated, badly lighted.

Five years ago the cards used were put in frames with glass front, and were comparatively hard to read.

To-day everything is different.

To-day the cards are placed in long curved racks, side by side, without glass or frame, and can be read with the utmost ease. The street cars are comfortable, airy, roomy, well finished, well heated, and well lighted.

Electric cars, instead of horse cars, are in the majority; and this, for advertisers, is of great importance, for, where a horse car will make *two trips* a day to cover a certain route, an electric car will cover the same route *six times* in a day, giving the advertiser three times as much service for the same money.

To show the development of the electric street car, I will cite a few figures. In 1890 the total mileage of surface street railroads throughout the United States was as follows: Horse

car lines 5,713, electric lines 1,641, steam roads 554, and cable roads 527. To-day the horse car lines have fallen below 5,000, the cable lines have reached 1,000, the steam lines are about the same as they were, and the electric lines have a total mileage of over 7,000.

These figures are eloquent, and speak for themselves. They prove that rapid transit is superseding slow; that street car advertising is growing more and more valuable, on account of better conditions, better service, and better value given.

Smart advertisers have been quick to appreciate this. General, instead of local, advertisers are the rule now—advertisers who place their cards in cities all over the United States, and who spend from \$100 to \$10,000 a month in this one kind of advertising. Many street car advertisers advertise in no other way. Many claim to have tried newspapers, circulars, pamphlets, and to have finally decided on street car advertising, because it afforded them the quickest and best returns at much the least cost.

It certainly is a fact that some of the largest street car advertisers originally commenced on a contract of from \$50 to \$100 a month, and they have increased the amount year by year, until it now runs up into the thousands.

The only drawback to street car advertising is that it is, to a certain extent, limited in its scope, for it would only take sixteen general advertisers to fill up the cars of all the cities of the United States. Luckily for the ordinary street car advertisers, these sixteen advertisers have not yet appeared, and until they do there will always be space to rent.

Meanwhile they had better make a trial of it while they may.

THE immensity of a business is very properly recognized as an important factor in trade producing. Messrs. Hilton, Hughes & Co., successors to that pioneer in retail advertising, A. T. Stewart, have issued a book, the sole purpose of which is to impress upon people the size of the establishment. It is called "Leaves from an Artist's Sketch-Book," and consists almost altogether of colored pictures showing the extent of the different departments. No doubt any one who is interested can secure a copy of the pamphlet by addressing the firm at Broadway, New York.

## READY-MADE ADVERTISEMENTS.

### *Original Suggestions From Various Contributors.*

Readers of PRINTERS' INK who make use of any advertisements appearing under this head will confer a favor by mailing a marked copy of paper containing same to the editor of PRINTERS' INK, Newspaper Box 150, New York City.

*For Umbrellas.*

### A GOOD

### SUMMER

### COMPANION!

A neatly rolled umbrella always looks jaunty, and is a convenient companion during the hot weather. It protects you from rain and sun alike—it may save spoiling a suit of clothes or a sun-stroke.

We are offering at a special price a summer umbrella that is compact in form and light to carry. It is just as convenient to carry as a cane, and a great deal more useful.

*For a Jeweler.*

### The Value of Time

is best indicated by an accurate watch.

To be absolutely sure of the time is a great thing. To be sure of the external beauty of your watch is another.

Last, but not least, to get an elegant and accurate timekeeper for little money is a rarity.

**In Silver, from \$5 up.**

**In Gold, from \$30 up.**

The best makes. All guaranteed or money refunded.


**MAINSRING & CASE,**  
WATCHMAKERS AND JEWELERS.

*For Hardware.*

### Advice to Young People About to Marry

Getting married is easy enough. Anybody can do that; but staying married is another matter. Family discord often begins with poor cookery, producing bad digestion and worse tempers. No cook can do good work with a poor stove, and therefore, to insure domestic harmony, young people about to go to housekeeping should buy the

#### Model Eureka Cook Stove

 Fire-Backs Guaranteed for Fifteen Years. For Sale by

**EUREKA HARDWARE CO.**

*For Gent's Furnishings.*

### In Warm Weather

why not keep as cool as possible? Dress has as much to do with comfort as anything.

### Our Outing Shirts

save heated blood, laundry bills and possibly swear words. They're the proper thing, too,

### For Business or Pleasure.

*For a Druggist.*

### "DESTRUCTION OF THE INNOCENTS"

Doesn't refer in any way to Potato Bugs, Cut Worms, or to any other Destructive Insects.

So if you want to make war on all Bug kind, buy your

**Paris Green, London Purple,  
Blue Vitriol, etc.,**

ANY THING TO KILL OR CURE, OF  
**MURPHY'S DRUG STORE.**

*For a Butcher.*

### WE "MEAT"

### EVERYBODY

at our store, and it is a satisfactory meeting. We only tender tender meat to our customers—the freshest, the sweetest, the juiciest of flesh.

Our mutton is sold as mutton—not as spring lamb. The lamb costs more, and we charge accordingly.

Same with beef—choicest cuts are sold as such—no lies, no misrepresentations. They lose custom—never gain it.

We simply guarantee our beef, veal, mutton, lamb, pork and poultry to be just as we say it is, and well worth the price we ask.

Yet the people keep on coming to us in crowds! Then, perhaps, our statements are true.

**BLOCK & CLEAVER,**  
BUTCHERS.

*For a Dye House.*

## THE GOOD DYE YOUNG.

That is, they don't leave an article till it's worn out and threadbare, but as soon as it shows signs of wear they take it to **UNGAR'S. HE MAKES THE OLD NEW.** Dyeing and cleaning of every description is done well if done at **UNGAR'S.**

ONE TRIAL CONVINCES!

*For a Grocer.*

Do you give five o'clock teas, or teas at any other hour of the day? You know the reputation for giving good tea is sure to help you among your lady friends all over.

The best and purest Tea ever imported is sold by us. It is of delicate blend and most delicious flavor. One pound of it costs seventy-five cents, but it lasts a long time.

**THE HYSON COMPANY,**  
NEW BROOKLYN.

*For a Druggist.*

The kind that  
will wash  
and wear

**S  
P  
O  
N  
G  
E  
S**

At  
Hay's  
Pharmacy  
this week.

*For a Tailor.*



has ever been known to have the cholera that has worn a custom-made suit made by

## CYPHERS, THE TAILOR.

*For Shoes.*

"True ease in walking comes from skill, not chance,  
As those move easiest who have learned to dance."

The poet substituted the word "writing" for "walking," but the latter verb suits our purpose best.

Ease in walking comes from skill in buying your shoes; discomfort in walking comes from indifference as to what kind of foot-gear you wear.

The purchase of a pair of shoes is really far more important than buying a \$50 suit of clothes. True, a great many people would notice if your suit didn't fit, and only you would know if your shoes didn't fit, but it would be a very painful sort of knowledge.

The "PHIT-EESI" Shoes are our special make at \$5.00. Elegant in appearance, perfect in style, matchless in durability.

**JAMES LAST & SONS.**

*For a Hatter.*

## THE LAST STRAW

broke the camel's back, but our latest price ought to sell our last straw.

Several hundred of them left, and there's lots of hot weather ahead yet to wear them in.

**THE  
FIRST  
PRICE**

for most of these new style, broad-brimmed Straw Hats was \$2.50. The balance of the stock is now taking up more space than we can spare, so we make them all \$1, as the

**THE  
LAST  
PRICE.**

**SHAPE, SHADE & CO.**

## WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, July 8, 1893.

The Carbolio Smoke Ball, which had such an unpleasant legal trouble over its "guarantee" of health to its users, is to be formed into a stock company, a capital of £35,000 in £1 shares being proposed. It is stated that the net profits in 1891 were £4,939, and in 1892 £5,852. These are interesting figures, though it would have been still more interesting if one could have had a full recital of sales and advertising account. In point of fact, the article has been very widely advertised, and (with the exception of that ill-fated guarantee) very skillfully on the whole. The proprietor is to have £30,000 for the business, which sounds pretty liberal. On the board I notice the name of Canon Fleming. It is rather a novelty for a divine of the first eminence (and one of the Queen's chaplains, too!) to figure as a director of a medicine company, and a novelty, it may be said in all kindness, hardly to be recommended, in the interests of the Church, to dignitaries of that body.

\* \* \* \* \*

A paragraph in the prospectus is irresistibly funny in its chastened grief at the inopportune healthiness of last winter, which is thus rebuked:

The Carbolio Smoke Ball has made its way very quickly and successfully, and is still capable of great development, being practically "a monopoly"; but, owing to the unprecedented fine weather this year, and the non-prevalence of colds, and diseases caused by taking cold, the sales of the opening months of the present year, in common, it is believed, with other medical remedies, have not equalled those of the same period of the two previous years, when much illness prevailed generally.

\* \* \* \* \*

With English advertisers, the integrity of a trade-mark is a matter of so much importance that it may not be out of place if I say here a little as to the position of trade-mark law in this country, as applying especially to advertised articles. It is an unfortunate fact that the decisions rendered by the courts during the last five or six years have very greatly weakened the statute law affecting registration of marks. With us, there is a registrar of trade-marks, who will register anything which seems to him lawfully registrable, but who has the discretion of refusing anything which he thinks illegal. The courts may (1) order the registration of a mark if refused by the registrar,

(2) or order that a mark already registered be expunged from the register. In point of fact it is the latter function that is most widely exercised by the courts, and it is now a very ticklish matter to know either what the registrar will accept, or can be made to accept, or what will stand when registered, as a good mark in law. You cannot register or protect a mark that contains a geographical description, as a rule, nor can you register a name alone (by far the most valuable kind of trade-mark to advertisers), unless it be a name not found in dictionaries, or entirely foreign to the description of your goods. Thus, the registrar refuses "Little Life Pills" as a trade-mark for registration, and the courts uphold him, on the ground that this is "descriptive." But this will eventually be registered under the international convention.

\* \* \* \* \*

To register a single uncomplicated trade-mark, consisting either of a name or a small device, costs here in fees £1 5s., say six dollars. It is best done through a good patent agent (please note the adjective), who will charge about £4 or £5, including the fees. But while the statute law protecting trade-marks has been much enfeebled by the rulings of the courts (and it will eventually have to be codified and strengthened by acts of Parliament), the common law or equity practice, acting in the same sense, has been greatly strengthened, and in the same way. Although one's trade-mark may be refused registration, or may be struck off the list there is a form of proceeding in which the court is prayed to grant an injunction restraining an infringer from palming off his goods in imitation of the genuine. This is a legal weapon of enormous power, and it compensates the advertiser for the defects of the trade-mark law. Damages may be and are, granted in proportion to the wrong inflicted, and the basis of the arguments and decision is invariably this, that by persistent advertising and constant sale the genuine article has had established for it a reputation, of which the infringer seeks to derive the benefit by imitation of the appearance of the genuine package. A very moderate resemblance suffices, and indeed the common law has even been used as a weapon of persecution against legitimate competition before now. It is certainly strong enough to protect any



fairly vested right against direct imitation.

\* \* \* \* \*

A case still pending as I write is not unworthy of mention in this connection. Messrs. S. Kutnow & Co., of 66 Holborn Viaduct, London, sell what is called "Kutnow's Improved Effervescent Carlsbad Powder." Carlsbad is a place on the Continent where people go to drink a mineral water, and get cured of such things as liver complaint, constipation, gravel, etc. Mr. Kutnow conceived the ingenious idea of dessicating and powdering the salts evaporated on the spot from Carlsbad water. Re-dissolve these, with the addition of something to reproduce the natural effervescence of the spring, and you have the Carlsbad cure at your own fireside, instead of having to run half way over Europe for it. A very creditable sale has been made for this powder, which is a handy and not unpalatable aperient. But the municipality of Carlsbad also puts up a preparation of the salts, in crystalline form (looking uncommonly like Glauber's salts such as one buys for about seven shillings a hundred weight), and calls them "Sprudelsalz." The municipality, naturally, doesn't like Kutnow's preparation, and probably does not like it any the better for being much more palatable and effective medicinally than its own. So the said municipality (having its taxpayers to fall back upon for legal expenses, anyway) opposed the registration of the Kutnow trade-mark. The registrar, however, after a long argument, registered the mark. Thus Mr. Kutnow, a polyglot American of inexhaustible energies, weathered the first storm, and thought he was all right. He puts his opaque white powder, in a square bottle with a glass stopper, into a greenish-tinted carton. The Carlsbad people put their transparent crystals, in a round bottle with a cork, into a smaller yellow box. There is not the least resemblance between the labels, bottles, or preparations, (one of which "fizzes" and the other does not), and the word Carlsbad is the more fairly employed by Kutnow, as he actually uses the natural Carlsbad salt as a component in his powder. Nevertheless, the municipality was able to appeal to the courts, and a decision is, at this time of writing, still to be rendered by Mr. Justice North of the High Court of Chancery. I have very little doubt of the result, and the fact

that even such a case as this can get a patient hearing shows how certain any one, who has the least semblance of a grievance, is of having a fair show. This is about the most cheering aspect of the English law on proprietaries, though one is sorry for Mr. Kutnow, who is sure to find himself out of pocket over the case, even when he has beaten the municipality all round. The trade-mark is registered all right in America, and I believe this case has been watched with a good deal of interest there, as likely to form a precedent.

\* \* \* \* \*

If any reader in America should by chance enjoy the acquaintance of an Englishman of the unusual patronymic "Smith," he will be interested in the following "want" ad, which to less favored perusers might seem a little ludicrously wanting in perspicuity:

**B**ANK OF LONDON Liquidation, 1866—  
If the GENTLEMAN bearing the name of SMITH, who agreed to purchase shares in the Bank of London just prior to its stoppage in 1866, but never completed his purchase or applied to be registered as the owner of the said shares, will apply to —, he will hear of something to his advantage.

I don't know what the above means, or whether it is some sort of dodge; but it certainly *looks* funny.

\* \* \* \* \*

During the banking crisis in Australia, as I learn from a London daily, advertisers were prompt to make use of any particular outbreak of excitement to call attention to their goods. One of their dodges was to write a paragraph with startling head-lines descriptive of the banking events of the day before, going on to describe them in detail. The reader would naturally think this was part of the paper proper, but by the time he had got half-way through, the fond delusion would be banished by something like this (an actual specimen):

The restaurants did badly during the luncheon hour, hundreds of people assembling to watch the crowd of excited withdrawers, and contenting themselves with a strengthening snack of Arnott's Milk Arrowroot Biscuits, which, both as a luncheon and children's biscuits, cannot be excelled. These biscuits never fail to give health and strength to those who take them.—Advt.

\* \* \* \* \*

It would hardly have been thought, on the face of it, that the keeping up of quotations in foreign railway stock was one of the things which advertising in English newspapers could be expected to accomplish. But I hear (though these are matters on which I

am by previous confession ignorant) that a determined effort has been made by one Mackusick, said to be an American, to inflate the price of Second Preference Shares in the Mexican Railway (is this the way you call them?), of which he is a large holder, by professing in print by advertisement a frantic anxiety to acquire still more. Profound scepticism is expressed by those who know about it, and know Mackusick, as to his intention of purchasing, and the price of the stock has in point of fact fallen sharply of late, instead of rising. I only mention the matter as a curiosity of advertising. It is a remarkable tribute to the power of that art that a man should reasonably expect by its means to raise the price of a depressed security in another continent, and that, not by direct recommendation, but by an organized attempt to excite cupidity and thus keep stock off the market. It failed, apparently, this time, I suppose, because readers were too wary to be "drawn"; but it is a fresh instance of what advertising under more favorable circumstances could do.

#### A VERY CURIOUS THING ABOUT TWO CURIOUS COINS.

The return to the *Recorder* of the plates and drawings of its cartwheel dollar cartoon, and the denial of Assistant Secretary Hamlin that there was any "seizure," except in a Pickwickian sense, show that the officers of the Treasury are not anxious to put themselves into an excessively ridiculous position before the country.

Nevertheless, the law of 1890 stands, and under that law it is a punishable offense for a newspaper, or a magazine, or a book publisher to produce, or have in possession with intent to sell, give away, or in any other manner use the same, "any print or impression, or any other thing whatsoever, whether of metal or its compound, or of any other substance whatsoever, in likeness or similitude as to design, color, or the inscription thereon, of any of the coins of the United States, or of any foreign government, that have been, or hereafter may be issued as money, either under the authority of the United States, or under the authority of any foreign government."

We print in the margin a picture of an ancient Bactrian or Scythian coin,

Kadphises II. in the middle of the first century of the Christian era. The piece is about eighteen hundred and forty-three years old, and is not now in general circulation, as far as we are informed.



It commends itself to the numismatist with a sense of humor, on account of the humanly hilarious aspect of the figure thereon depicted. It cannot be Kadphises II., his majesty's mint would hardly have dared to represent the potentate in his cups. Can it be Diogenes with his lantern, looking for a sober Scyth? Or is it the typical rounder and all-night citizen of Bactria or Zariaspa, on his way home after celebrating Christopher Columbus? At all events, the gentleman's gait is a letter of introduction to the nineteenth century, and he would be warmly welcomed and chalked by the Hon. Carter Harrison if he should pirouette into Chicago to-morrow.

Here is another curious coin of which the *Sun* recently published a description. It is the so-called Franklin or

Fugio cent, issued from the United States Mint in July, 1787, under authority of an ordinance passed by the Continental Congress in 1786. On the



reverse is the legend "We are One," surrounded by an inner circle and an outer chain of thirteen links. This is said, by persons more expert than ourselves in the science of numismatics, to be the first cent issued by the United States Government. We particularly call attention to the short inscription under the sun-dial.

We print pictures of these two coins because they are so curious and interesting, but curious as they are, the most astonishing thing about them is that in depicting them here the *Sun* renders itself liable to prosecution and punishment under the Act of 1890, "further to prevent counterfeiting." In other words, we produce to sell a print or impression in likeness or sim-

ilitude to a coin which has been issued under the authority of a foreign government, and also one in likeness or similitude to a coin of the United States issued under the authority of the United States Government. The language of the statute unquestionably covers our case.

Our esteemed contemporary, the *Herald*, is right in demanding that this fool statute shall be repealed. It is a roaring farce as it stands. We should like to hear from the Hon. James Buchanan of New Jersey, in regard to its genesis.

The only possible pretext for enacting such an absurdity of legislation is the principle that it facilitates the prevention of counterfeiting to arm the detectives of the Treasury with powers broad enough to cover everything, leaving it to their good judgment and common sense to discriminate between innocent acts that technically come under the law and criminal enterprises. The same argument would justify a law to prevent forgery by making it an offense to write upon paper, or any other substance whatsoever, with a pen or pencil, a stylograph or any other implement whatsoever; and trusting to the officers of the law to refrain from prosecuting cases where the technical offense of chirography was manifestly committed without fraudulent intent.—*New York Sun*.

#### THINGS BESIDE.

By D. H. Moore, Jr.

Newspaper advertising is, firstly and finally, the best method of spending money for one's business sake—so say we all, but there are other things which help—clever booklets, circulars, advertising novelties, etc.

The hardest time to gain a man's favorable attention is when you place yourself between him and his personal affairs; so your printed sayings which reach him through his business mail must be bright and striking, if they escape the yawning waste basket at his feet and gain a moment's perusal. But if they elicit a "well, that's clever" from the lion, you've not braved his den in vain.

I consider the widely imitated "primers" originated by a famous New York business writer the standard of excellence in this line of work; they are the essence of simplicity and good sense. Their terse wording bur-

rows deep into the mind and sticks there.

It's logical reasoning that makes customers—humor and cuts merely pave the way.

The title of the booklet is all important; a curiosity-begetting phrase—two words—one—just enough to get the reader to turn to the inside pages—that's sufficient. But there should be a logical connection between outside and in.

I've seen stilted booklets—big words, high-sounding expressions—I don't like them. Still, better that than impertinent familiarity.

Don't begin to entreat patronage in the first few lines—blend dignity with force. It can be done.

Printing is half the battle. The man who can print you a good letter-head or poster may make a wretched attempt at publishing one of these tiny books. Don't let economy run away with effectiveness.

Novelties are helpful in "pointing you out to the public" if they are novel, original. But you might as well hope to be admired in stolen clothes—and the whole world conscious of the steal—as to expect to derive benefit from another man's ideas worked over for yourself.

Honesty and enterprise are just as essential in advertising as in anything else, for the day of successful advertising "fakes" will soon be yesterday; while good advertising persisted in, and a worthy article to advertise, will prove to you that fortune isn't fickle if you woo her right.

WE make it a rule to exchange with any paper on request. Every newspaper man who reads your paper is usually a good advertisement for you. We have several times been refused the courtesy of an exchange by publishers who came to us later on in quest of employment.—*Burlington (Iowa) Post*.

THE advertising card of the Binghams (N. Y.) *Evening Herald* has this frank and novel introduction to its table of rates: "The *Evening Herald* 'claims' 10,000 circulation, to keep up with the liars of the city. Following is the true daily circulation for the year 1892." Its circulation in January, 1892, was 5,200; in December, 6,250; in April, 1893, 8,200.—*Newspaperdom*.

## Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

### WANTS.

**I** WANT ads written. A. D. PERKINS, 11 & 13 Center St., New Haven, Conn.

**W**ANTED—Position as advertising manager. Expert: 15 years' experience. Address "A. F. H.," care Printers' Ink.

**W**ANTED—Reliable Eastern representative for a Western farm monthly. Address "RURALIST," care of Printers' Ink.

**W**E will pay highest prices for used Columbian stamps, above the 2c. value. Any quantity taken. CRITTENDEN & BORGMAN CO., Detroit, Mich.

**F**IRST-CLASS 19th century circulator for one of the leading newspapers of the U. S. Must have highest testimonials. Address "LIGHTNING," care Printers' Ink.

**H**UMOROUS ARTICLES—Average 1,400 words. "Tickling to death done while you wait." Publishers, send for specimens. W. C. WELLS, 119 DeKalb St., Chicago, Ill.

**W**ANTED—CHAPTER MASONS to send ten cents in stamps for a handsome pocket-piece. Reference, First National Bank, this city. W. S. ROBINSON, Kenton, Ohio.

**B**RIGTH MEN WANTED to take orders for cuts and for writing advertisements. Fine matter for retailers, daily or weekly. ART LEAGUE, World Building, New York.

**M**ANUFACTURERS who desire a hustling representative for Northern Ohio, "write us," CHAS. E. RUSKIN & CO., Brokers and Gen. Mfgs. Agents, Cleveland, O. Detail work done.

**P**RINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

**W**ANTED—A reporter familiar with trade paper work and expert in interviewing, to take occasional assignments. Address, stating experience, "DRUGS," care Printers' Ink, 10 Spruce St., New York.

**E**DITORS, attention! *Library free!* Send ten cents and have your name and address registered with five hundred publishers for five hundred sample books FREE. Complete library. THE FAST MAIL CO., Raleigh, N. C.

**W**ANTED—Man to solicit ads and do collecting. Only one with experience need apply. Daily paper in Ohio city of 2,000. No snap or fancy salary, but a good place for a hustler. Address "ADVERTISING," care Printers' Ink.

**W**ANTED—A young man to set type, help with press work and make himself generally useful in office of manufacturing concern. State salary, references, etc. Address "CHEMIST," care Printers' Ink, New York City.

**E**MBOSSEING attracts trade. Ideas on every line one of the 160 pages (3x12) of "A MINT OF HITS" that are worth cost of entire book, \$2.00, post-paid. Send for sample page. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

**P**OSITION with special or general advertising agent, or in advertising department of newspaper in New York. Four years' experience with Western paper national in character. Now employed. Want New York experience. Moderate salary. Best references "Y.," care Printers' Ink.

**W**ANTED—A purchaser for a special lot of 8 tumbler snap locks, all different in a gross; duplicate flat keys. Especially suited for tin cash or security boxes, but adapted also for cabinet or trunk purposes. For sample and extra low price address EDWARD MARKELL, Glenn Building, Baltimore, Md.

**W**HAT can we do for you in Washington? Commissioners for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Department. Save yourself a trip to the Capital by writing to the ASSOCIATED INDUSTRIAL PRESS, 918 F St., N. W., Washington, D. C.

**W**ANTED—Position at World's Fair exhibit Salary or commission. Best references. BLACKMER, 741 E. Indiana St., Chicago.

**N**EWSPAPER man, who has been for several years (and is now) editor-in-chief of daily (and weekly) of national reputation, wishes to change, for good reasons. Strong writer; fully posted on modern methods of pushing circulation; first-class man in all respects; would accept editorial position, or join with good business man in daily in some live city. Address "EDITOR," care Printers' Ink.

**W**ANTED—Correspondence with firms or persons having facilities for selling books, or similar goods, by subscription. The undersigned has an article of merit, novelty and usefulness, protected by patent, that promises to have a large sale in both city and country. Correspondence desired, with a view to placing it in the hands of a responsible house on royalty. Address "W. S.," Lock Box 637, Mt. Vernon, Ohio.

**C**ORRESPONDENTS WANTED—Everywhere! Bright young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. They must be of interest to advertisers. All such are welcome. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Articles of substantial value will be paid for in cash. Address all communications to PRINTERS' INK, New York.

**W**E want an Agent, in every city and large town, to whom we may from time to time apply for information as to the relative standing, influence in the community, circulation, and consequent value to advertisers of the various newspapers issued in the place or vicinity. Neither the service which the agent will be called upon to render nor the compensation for the same can be very great. The agent must be of good character and have a respectable standing in the community. A reporter, a pressman or a local merchant (particularly one who advertises), a lawyer or a banker would be competent. Correspondence is desired with persons competent to act, and who are willing to give the service required in consideration of a copy of the Directory yearly (by express) and a paid-up subscription to PRINTERS' INK. Applicants will please address AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York.

### BILL POSTING & DISTRIBUTING.

**A**LL kinds of advertising distributed anywhere. A. H. DUFFEY, Dolgeville, N. Y.

**P**RINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

### ADDRESSES AND ADDRESSING.

**P**RINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

**A** NEWLY-COMPILED LIST of 22,000 advertisers, with their commercial ratings, for \$10. For fuller information, address PUBLISHERS' COMMERCIAL UNION, Evening Post Building, Chicago, Ill.

### SPECIAL WRITING.

**D**EMOCRATIC "editorial copy" Send for sample. Terms moderate. G. T. HAMMOND, Newport, R. I.

**P**RINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

### ADVERTISEMENT CONSTRUCTORS.

**P**RINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

**A**DS of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN Z. ROGERS, 769 Monroe St., Brooklyn.

SUPPLIES.

**LEYEY'S INKS** are the best. New York.

**VAN BIBBER'S**  
Printers' Rollers.

**"PEERLESS" CARBON BLACK.**  
For fine inks—unequalled—Pittsburg.

**TRY TYPE** from **BRUCE'S NEW YORK TYPE**  
FOUNDRY, 13 Chambers St., New York.  
Best and cheapest. Get their prices before  
purchasing.

**THIS PAPER** is printed with ink manufac-  
tured by the **W. D. WILSON PRINTING INK**  
CO., 17-19, 10 Spruce St., New York. Special prices  
to cash buyers.

**PAPER DEALERS—M. Plummer & Co., 161**  
William St., N. Y., sell every kind of paper  
used by printers and publishers at lowest prices.  
Full line quality of Printers' Ink.

**PRINTERS' INK, Sept. 6, important issue—Ad-**  
vertisements, classified, 25 cents a line; dis-  
played, 50 cents a line; \$100 a page. Address  
**PRINTERS' INK, 10 Spruce St., New York.**

FOR SALE.

**\$3.50** BUYS 1 INCH, 50,000 copies Proven.  
WOMAN'S WORK, Athens, Ga.

**GAZETTE ADVERT RECORD—**For papers, \$1.  
Testimonials. **GAZETTE, Bedford, Pa.**

**HANDSOME ILLUSTRATIONS** for papers. Cat-  
alogue, 35c. **AM. ILLUS. CO., Newark, N. J.**

**PRINTERS' INK, Sept. 6, important issue—Ad-**  
vertisements, classified, 25 cents a line; dis-  
played, 50 cents a line; \$100 a page. Address  
**PRINTERS' INK, 10 Spruce St., New York.**

**ZE VERLASTING FRENCH MANGANITE**  
PENS. Use by Monsieur Printers' Ink him-  
self. \$1.50 gross, 15c. doz., freepaid. Try him.  
**VICTOR JACQUES & CIE, Pittsburgh, Pa.**

**FOR SALE—Republican weekly newspaper in**  
city of 30,000. Well equipped; good busi-  
ness; plant will earn from \$2,000 to \$3,000 yearly.  
Expenses small. Price \$3,500, or will sell one-  
half interest. Write for facts to 382 Main St.,  
Malden, Mass.

ADVERTISING MEDIA.

**SEATTLE TELEGRAPH.**

**WISCONSIN AGRICULTURIST, Racine, Wis.**  
Proved circulation, 30,000; 30 cents a line.

**ALBANY, N. Y. TIMES UNION, every even-**  
ing, and **WEEKLY TIMES**, reach everybody.  
Largest circulation. Favorite Home paper.

**PRINTERS' INK, Sept. 6, important issue—Ad-**  
vertisements, classified, 25 cents a line; dis-  
played, 50 cents a line; \$100 a page. Address  
**PRINTERS' INK, 10 Spruce St., New York.**

**\$10** will pay for 5 lines of advertising 4 weeks  
in 100 Illinois newspapers having a guar-  
anteed circulation of 1,000 copies per week. **CHI-**  
**CAGO NEWSPAPER UNION, 10 Spruce St., N. Y.**

**COLUMBUS, Central, Southern, and Southeast-**  
ern Ohio offer a rich field for advertisers.  
**THE OHIO STATE JOURNAL—Daily, 12,500;**  
Sunday, 17,000, and Weekly, 23,000—covers the  
field. All leading advertisers use it.

**THE JUDICIOUS ADVERTISER** always seeks  
to attract the attention of the greatest num-  
ber. By using the **SPOKANE CHRONICLE**, the  
leading daily paper of Eastern Washington and  
Northern Idaho, this result is effected. It pays  
to keep everlastingly at it in a paper which  
everybody reads. Rates quoted upon application.

ADVERTISING AGENCIES.

**WILLIAM HICKS, Advertising Agent.**  
150 Nassau St., New York.

**NEWSPAPER Advertising and Purchasing**  
Agency. 19 East 14th St., New York.

If you wish to advertise anything anywhere  
at any time, write to the **GEO. P. HOWELL**  
**ADVERTISING CO., 10 Spruce St., New York.**

**PRINTERS' INK, Sept. 6, important issue—Ad-**  
vertisements, classified, 25 cents a line; dis-  
played, 50 cents a line; \$100 a page. Address  
**PRINTERS' INK, 10 Spruce St., New York.**

PREMIUMS.

**FOR** particulars and terms of an excellent pre-  
mium, write **W. F. BULLARD & CO., Bos-**  
ton, Mass.

**"100 HELPFUL HINTS,"** a New Book for  
Business Men. \$1. **THE BOOK-**  
**KEEPER PUBLISHING CO., Detroit, Mich.**

**PRINTERS' INK, Sept. 6, important issue—Ad-**  
vertisements, classified, 25 cents a line; dis-  
played, 50 cents a line; \$100 a page. Address  
**PRINTERS' INK, 10 Spruce St., New York.**

**NEW** illustrated catalogue of the best pre-  
miums for newspapers and manufacturers now  
ready. Send for it and get new business. **HOME**  
**BOOK COMPANY, 143 & 144 Worth St., New York.**

**PREMIUMS** and advertising novelties; sheet  
music, latest and best, good paper, well  
printed; also beautiful bound collections of  
music; etiquette, dream, fortune-telling and  
other books, games, etc., by single 1,000 or car-  
load. Catalogue free. **CURRENT PUB. CO.,**  
3943 Market St., Phila.

ADVERTISING NOVELTIES.

**CLOCKS** for advertising purposes, by the hun-  
dred or thousand; paper-weight clocks with  
advertisement on dial. Address **SETH THOMAS**  
**CLOCK CO., 49 Maiden Lane, New York.**

**PRINTERS' INK, Sept. 6, important issue—Ad-**  
vertisements, classified, 25 cents a line; dis-  
played, 50 cents a line; \$100 a page. Address  
**PRINTERS' INK, 10 Spruce St., New York.**

THEATER PROGRAMMES.

**ADVERTISING** in N. Y. theater programmes,  
season '93-'94. For rates, etc., address  
**ADOLPH STEIN, 113 E. 14th St., N. Y.**

**PRINTERS' INK, Sept. 6, important issue—Ad-**  
vertisements, classified, 25 cents a line; dis-  
played, 50 cents a line; \$100 a page. Address  
**PRINTERS' INK, 10 Spruce St., New York.**

ILLUSTRATORS AND ILLUSTRATIONS.

**HANDSOME ILLUSTRATIONS** for papers. Cat-  
alogue, 25c. **AM. ILLUS. CO., Newark, N. J.**

**PRINTERS' INK, Sept. 6, important issue—Ad-**  
vertisements, classified, 25 cents a line; dis-  
played, 50 cents a line; \$100 a page. Address  
**PRINTERS' INK, 10 Spruce St., New York.**

MISCELLANEOUS.

**LEYEY'S INKS** are the best. New York.

**VAN BIBBER'S**  
Printers' Rollers.

**RIPANS TABULES** cure indigestion. One  
gives relief.

**PRINTERS** having roll-feeding perfecting  
presses will hear of something to their ad-  
vantage by addressing, this week, **"RAILWAY**  
**WORK," 794 Fine St., New York.**

**PAPER DEALERS M. Plummer & Co., 161**  
William St., N. Y., sell every kind of paper  
used by printers and publishers at lowest prices.  
Full line quality of Printers' Ink.

**PRINTERS' INK, Sept. 6, important issue—Ad-**  
vertisements, classified, 25 cents a line; dis-  
played, 50 cents a line; \$100 a page. Address  
**PRINTERS' INK, 10 Spruce St., New York.**

**MUSIC** plates for newspapers. Blocked ready  
for use. Latest and most popular instru-  
mental and vocal gems. If you want to save  
composition and boxation, address  
**CURRENT PUB. CO., 3943 Market St., Phila.**

NEWSPAPER CATALOGUES.

**PRINTERS' INK, Sept. 6, important issue—Ad-**  
vertisements, classified, 25 cents a line; dis-  
played, 50 cents a line; \$100 a page. Address  
**PRINTERS' INK, 10 Spruce St., New York.**

**SOME LEADING NEWSPAPERS—Pamphlet of**  
54 pages. Price, 20 cents. Covers every  
State; names best Religious, Agricultural or other  
Class paper in every State; best daily in every  
large city; best paper in every county; names  
but one paper, and that is always the one hav-  
ing the largest circulation. Sent by mail for ten  
2-cent stamps. Address **PRINTERS' INK, 10**  
**Spruce St., New York.**

## Displayed Advertisements

10 words a line, 5 lines a page, 10 per cent  
extra for special positions—of general  
Must be handed in one week in advance.

81 DAYS A WEEK. Advance copies  
of the following papers are available for  
display at any time during the year.

NEWARK HUIFEN (Times) Newark, N. J.

NEWARK HUIFEN (Times) Newark, N. J.

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## SMALL ADS.

Just note the advertisements  
printed above and see what  
good and effective announce-  
ments can appear in PRINT-  
ERS' INK in space of from two  
to eight lines:

Two Lines in PRINTERS' INK cost but \$52 a Year.

Four Lines in PRINTERS' INK cost but \$104 a Year.

Six Lines in PRINTERS' INK cost but \$156 a Year.

Eight Lines in PRINTERS' INK cost \$208 a Year.

If you keep the name of your paper  
before the advertisers of the country ALL  
THE TIME they will not forget it at the  
time when an advertising contract is to  
be placed.

If you will allow your advertisement  
to be classified (without display) and ap-  
pear among the other classified advertise-  
ments, the price will be only one-half as  
much, two lines costing only  
\$26 and eight lines only \$104  
a year. All advertising in  
PRINTERS' INK is paid for in  
CASH. Exchange proposals  
are not considered.

PRINTERS' INK solicits your order.

Address **PRINTERS' INK,**  
10 Spruce St., New York.

## Classified Advertisements.

Advertisements under the head, two cents or  
more, without display, as given 2 line.  
Must be handed in one week in advance.

## ADVERTISING MEDIA.

Twenty-five cents a line.

## SEATTLE TELEGRAPH

\$1.50 per line per day, 4 days at rate, 10  
days at rate, 15 days at rate, 20 days at rate.

PER COPYRIGHTED DESIGN. 100  
REPRINTS. 100 REPRINTS. 100 REPRINTS.

CHILDREN. 100 REPRINTS. 100 REPRINTS.

THE ONLY STATE. 100 REPRINTS. 100 REPRINTS.

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## HOW ADVERTISING IS PLACED AND NEWSPAPER CIRCULATIONS ARRIVED AT.

*From PRINTERS' INK of June 28.*

Who is the largest advertiser in the world is a point in dispute, but the right of the Royal Baking Powder Co. to the title of largest newspaper advertiser is not questioned even by the indefatigable Mr. Barratt of Pears' Soap. Royal Baking Powder is advertised in 14,000 American papers, and the annual expenditure in printers' ink now reaches \$600,000. The company's faith is in the newspapers, and the cold shoulder is turned to what the manager describes as "gimcrack advertising."

The advertising department furnishes employment to thirty-five people, and is a business in itself. At its head is Mr. H. A. La Fetra, who is known as the advertising manager, and who has held the position for twelve years. Every movement in the advertising of Royal Baking Powder is done under his direction. His assistants, Mr. Call and Mr. La Dow, relieve him of much detail work and receive many of the solicitors.

Such is the system of the office that, within twenty-four hours of the issuing of the order from the inner sanctum of the manager, the advertisement can be placed in the hands of every publisher in any particular State or locality.

While making the annual revision of the American Newspaper Directory, every publisher of a periodical is afforded an opportunity to place on file at the Directory office, a signed statement of his actual issues for the preceding year.

If he prefers a report that is more easily prepared, he is permitted to place on file a statement of what had been the smallest issue within the preceding year. Notice to the above effect is mailed to every publisher in October, and to every one that fails to respond a duplicate notice is sent in the following January.

When a true report, such as is specified above, comes to hand, and is duly signed and dated, the circulation of the paper is rated in accordance with the statement, the circulation figures being printed in plain figures, preceded by the words in italics, "actual average issue for a year," or "smallest issue in a year," as the publisher may have indicated.

The correctness of circulation ratings, given in figures, is guaranteed by the publishers of the Directory by a reward of a hundred dollars, which is paid in each and every case, to the first person who proves that the Directory has been imposed upon by an untruthful report and thereby led to assign a rating which is not in accordance with facts.

The following is a complete list of the rewards heretofore paid for the discovery of untruthful ratings in the Directory. In 1883, case of Waukegan (Ill.) *Gazette*. In 1889, case of Madison (Wis.) *Skandinavisk Tribune*. In 1891, case of Prospect (Ohio) *Advance*. In 1892, case of St. Louis (Mo.) *Anzeiger des Westens*. In 1892, case of Atlanta (Ga.) *Dixie Doctor*.

To be correctly rated costs no publisher anything. All that he has to do is to set down the facts and date and sign the statement.

A reward of \$25 is at any time at the disposal of the publisher who proves that such a report as is indicated above was sent in, and was not accepted and used by the American Newspaper Directory.

**NOW READY THE AMERICAN NEWSPAPER DIRECTORY for 1898.**  
Twenty-fifth Annual Volume. (Seventeen hundred and seventy-five pages.) Price, **FIVE DOLLARS.** Address—  
Publishers of AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., N. Y.

"When I wish to lay out a special line of advertising," said he, "I take down Rowell's American Newspaper Directory (which you see I have here re-bound in calf and indexed for immediate reference), and check off the towns I want to cover and the papers that I think will do the work best. Then I select the advertisements to be used, and turn over the job to an assistant. In twenty-four hours the orders are in the hands of the publishers."

The gazetteer information in this Directory was specially appreciated and the general characteristics of a town, its population, its chief industries, its relative position in the State, etc., were exceedingly useful.

As to claims of enormous circulations he is somewhat skeptical, but he makes it a rule never to dispute the statement of a publisher.

In such cases he forms his own idea of the true circulation, and offers a price in accordance with that. If the publisher and manager are unable to agree upon a figure, the latter exercises his privilege of remaining out of the medium.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

## PUBLICATION OFFICES:

No. 10 Spruce Street, New York.  
No. 138 Fleet Street, E. C., London

Issued every Wednesday. Subscription Price:  
Two Dollars a year. Three Dollars a hundred;  
single copies, Five Cents. No back numbers.

GEO. F. ROWELL, PUBLISHER.

JOHN IRVING ROMER, EDITOR.

NEW YORK, JULY 26, 1893.

PRINTERS' INK notes with pleasure the efforts that are being put forth by New York's new postmaster, Charles W. Dayton, for the purpose of securing better postal service in this city. The numerous errors made by the New York office in distributing second-class matter have on several occasions been made the subject of comment in these columns. Since Mr. Dayton's accession we have remarked in our own case an increased effort to trace missing copies and remedy such faults in the future. Advertisers and publishers are seriously embarrassed by the failure of papers to reach their proper addresses, and the new postmaster's efforts will be highly appreciated by these two classes of business men. New York is the center of the advertising business, and it is here that a large proportion of these errors occur. There can be no doubt that the appropriation by the Post-Office Department for the postal service in New York city is too small, and it is gratifying to know that a determined effort is being made to have it increased. Mr. Dayton will personally visit the Postmaster-General with this object in view, and as he is the sort of man who is listened to with attention, there are hopes that he will succeed in accomplishing something.

NOT a few advertisers have, at various times, been unpleasantly reminded of the existence of a law designed to prevent counterfeiting. This law is so far-reaching in its provisions that a literal construction frequently results in the most absurd acts of official tyranny. A conspicuous example of this kind was the seizing of the plates of a cartoon that appeared in the *New York Recorder* representing a cart-wheel dollar rolling down hill and

about to crush the Administration. That under the law the publishing of such a representation of the coin of the realm could be construed as counterfeiting is manifestly ridiculous. Cases in which innocent advertisers have been pounced upon by government officers for using similar pictures to catch the public's eye are also in evidence. One instance that may be mentioned was the case of a paper called *Publicity*, which prepared a handsomely-lithographed cover representing piles of money, typifying the results of judicious advertising. Yet this innocent representation could not be mailed, and the publisher was annoyed and delayed by being obliged to prepare another cover. An editorial from the *New York Sun*, illustrating the absurd workings of the counterfeit law, is reprinted on another page. It is no less instructive than amusing.

Of the 20,984 newspapers catalogued in the American Newspaper Directory for 1893, 5,192, or nearly one-fourth, are rated "J," which, as explained by the key, means exceeding 800 copies. Those who are surprised to know that so low a circulation rating is awarded to so large a proportion of the newspapers printed will be amazed to learn that upwards of 12,000 fail to secure a rating indicating even so many as 800 copies. Less than 4,000, therefore, out of nearly 21,000, are left for a circulation rating higher than "J." The number credited with issuing more than 5,000 copies each issue is exactly 1,381. The really great circulations are few.

As newspapers go, a regular edition of a thousand copies is more than double the average issue of the average paper, and a regular output of ten thousand copies makes the proprietor eligible to a position in the Cabinet of the President.

It is becoming the fashion to issue the weekly edition in two parts now, sending four pages along Tuesday, for instance, and four pages more on Friday, instead of eight pages altogether, as formerly. The semi-weekly has passed by, but the *weekly in two parts* is coming rapidly to the front.

THE unexampled dullness of the present situation is reflected in the number of advertising solicitors that are now out of employment.



THONOTOSASSA and Wewahitchka, are the names of two Florida towns where newspapers are published.

VICTOR ROSEWATER, aged 22, son of Hon. Edward Rosewater, proprietor and editor-in-chief of the Omaha Bee, has the distinction of holding a University fellowship in Political Science from Columbia College, with the degree of Doctor of Philosophy—a degree which, according to the Club, has been but once before conferred by an American college on so young a man.

THE large number of retailers who are using the "Ready-Made Advertisements" that have formed a feature in PRINTERS' INK for the past few weeks encourages us to continue this department. It will be of service, however, if in every case a marked copy is forwarded to this office. It will then be possible to form a consensus of opinion as to the class of matter that pleases the greatest number of our readers.

IT is curious to note how many newspaper or magazine advertisements at the present time refer to the World's Fair. Even those who have only small exhibits are devoting considerable space to invitations to the public to visit them when in Chicago. Similar announcements are to be seen abroad, and in the English papers one specially notes the Kodak people's invitation to amateur photographers to make use of the company's dark room on the Fair Grounds. A great deal of publicity is also being devoted to kind offers to make So-and-so's booth your "head-quarters," and there seems to be great rivalry among different advertisers as to who shall have the honor of receiving visitors' letters. Of course a large proportion of newspaper readers will not visit Chicago, and one wonders what will be the effect of such advertising on them.

### Advertising Novelties.

From Philip S. Justice & Co., Philadelphia: An advertising pamphlet entitled "Justice," written in imitation of Scriptural style.

From the New York World: A circular with a small pill box attached, in which is an ordinary carpet tack. The circular conveys the information that "80 per cent. of all advertisements in New York newspapers appear in the World. Do you see the point?" The point is of course to be found in the box.

MR. PUNCH RUMINATES ON THE "PRINTERS' INK" DINNER.

PUFF, PUFF!

To think of five-score puffers all seated at a table,  
A-puffing one another just as hard as they are able;  
And each one just contriving (with a cunning eye to sell),  
While he sings his neighbors' eulogies, to advertise himself.  
What heights of noble courtesy—no common folk could reach 'em—  
When C-RT-R-S little liver pills say pleasant things of B-C-H-M!  
And Mr. K-N-E declares aloud, "I swear upon my soul, man,  
Whene'er I eat my beef at home I season it with C-L-M-N."  
And Sozodont, not left behind in compliments by K-N-E,  
Says he polishes his wisdom teeth with fragrant Floriline.  
And Anti-Stiff declares his faith—which causes a sensation—  
In ELL-M-N's, the muscle-friend's, delightful embrocation.  
And Mrs. W-NSL-W—bless her heart, the name just makes me chirrup—  
Holds nought in all the world can match with Mother S-G-L's Syrup.  
And L-MPL-GH quite outshouts them all, "No more saline for me, no,  
I always cure the mullygrubs by drinking quarts of E-O."  
And finally the Sunlight Soap—I wish I had some shares—  
With tears of joy proclaims the name and fame of Messrs. P-R-S.  
In short, I wish my feeble tongue more faithfully could utter  
The thoughts evoked by dwelling on this feast of mutual butter.

—London Punch, July 1, 1893.

### "L'ECO D'ITALIA."

PRINTERS' INK has seen affidavits going to prove that *L'Eco D'Italia* prints daily from 4,600 to 5,250 copies. This would seem to indicate that the Italians appreciate a paper in the home language, and that *L'Eco D'Italia* has the call.

### TEN YEARS HENCE.

'Twas in a dime museum hall in 1903,  
A crowd of eager visitors had gone the sights to see;  
And there were curiosities of every kind on view,  
From the modest editor who gave his circulation true  
To the meek, sedate reporter whose statements never lied,  
And the small veracious newsboy who false news never cried;  
But around a certain corner the whole crowd seemed to stand,  
Inspecting there the greatest freak then known in all the land.  
I asked a stranger what it was, he said he didn't know,  
But he guessed it was the most attractive feature in the show.  
I forward pressed among the crowd, and there beheld a man,  
The object of their curious gaze—whose face was pale and wan;  
And as I paused I saw the keeper point at him and say:  
"The only living man who thinks advertising doesn't pay!"

CIRCULATION STATEMENTS FOR  
THE CHICAGO MARKET.

Advertisers! Look at these Circulation  
Figures from Lord & Thomas' Official  
Newspaper Directory:

Daily Press.....1,200

Daily Leader.....1,980

**TRANSCRIPT, - 2,600**

A correspondent of PRINTERS' INK  
recently directed attention to the above  
matter copied from the letter-head of a  
paper printed at Lexington, Kentucky.

He stated that the actual issues of the

papers named were about as follows:  
*Leader* 1,980, *Transcript* 825, *Press*  
600, and asked: "Is there no way to  
head off the circulation liar?"

Messrs. Lord & Thomas shortly  
after informed PRINTERS' INK that  
they were in possession of publishers'  
statements to sustain their reports, and  
submitted the same for examination.

Below are reproductions of that  
portion of each report which is mat-  
terial to the case. To each publisher  
Messrs. Lord & Thomas say: "Tell  
the truth about your circulation. We  
depend upon publishers for a correct  
statement." And this request is fol-  
lowed by a blank form as here given,  
followed by a certificate and signature  
as indicated.

NAME OF PAPER.	POST-OFFICE.	STATE.	ISSUED.	CLASS.	CIRCULATION.
<i>Press</i>	<i>Lex Ky</i>		<i>Daily &amp; Monday</i>		<i>1200</i>

\*Republican, Democratic, Independent, Religious, Agricultural, Etc.

I certify ON HONOR that the above statement is true.

*N. J. Dineen*

Publisher.

NAME OF PAPER.	POST-OFFICE.	STATE.	ISSUED.	CLASS.	CIRCULATION.
<i>Morning Transcript</i>	<i>Lexington</i>	<i>Ky</i>	<i>daily</i>	<i>dem.</i>	<i>2600</i>
<i>Weekly Transcript</i>	<i>"</i>	<i>"</i>	<i>weekly</i>	<i>"</i>	<i>4200</i>

\*Republican, Democratic, Independent, Religious, Agricultural, Etc.

I certify ON HONOR that the above statement is true.

*D. C. Caldwell*

Publisher.

NAME OF PAPER.	POST-OFFICE.	STATE.	ISSUED.	CLASS.	CIRCULATION.
<i>The Kentucky Leader</i>	<i>Lexington</i>	<i>Ky</i>	<i>Daily</i>	<i>Rep</i>	<i>1980 +</i>
<i>"</i>	<i>"</i>	<i>"</i>	<i>Sunday</i>	<i>"</i>	<i>2375 +</i>
<i>"</i>	<i>"</i>	<i>"</i>	<i>Weekly</i>	<i>"</i>	<i>2100 +</i>

\*Republican, Democratic, Independent, Religious, Agricultural, Etc.

I certify ON HONOR that the above statement is true.

*James J. Roberts*

Publisher.

*Circulation given is minimum - it may be more*

The trouble with the blanks furnished  
above is that they invite statements  
which are not at all definite. The date  
upon which the blank purports to have

been sent from the Chicago office is  
printed on it, but the signed circulation  
statement as shown above is not dated.  
It does not indicate any plan of state-

ment. So far as the signature goes, it may appear that each copy of the paper printed circulates among two, five or ten people on an average, consequently the report would be true if the number printed was one-half, one-fifth or one-tenth of the number set down as the circulation. Or again, as the time is not indicated, the publisher may possibly mean that his daily has the specified circulation every week or every month. It is even possible that he means that the figures indicate the exact number of copies printed on one certain day known to him, but not specified. As he don't say what particular day, one may safely conclude that he did not take one when the issue was smallest. It may have been his

issue the day of the State Fair, or following election. In one case the publisher does appear to specify that his report is the minimum.

Messrs. Lord & Thomas should perceive that accepting such indefinite and loosely constructed statements is offering a premium on blundering and deception, and placing careful and conscientious publishers at a disadvantage.

Below is another of the sort of circulation report which an active and pushing publisher sometimes offers to a guileless advertiser. It is not dated. It is not signed. If no contract is based on it no harm is done, perhaps, unless some newspaper guide-book adopts the figures, and adds to them the weight of its own authority, such

*Illustrated Kentuckian*  
Please correct the  
Statement in *Printers' Ink*  
of July 5, Page 19, Column 1,  
as to 800 copies. We print  
2,500 and have done so  
for a year.  
Editor & Prop

as it is. It will be noted that this is another specimen of a Lexington circulation report, issued possibly on the "on honor" principle. If the statement it contains is not true, it will not be easy to convict anybody of lying. If, however, the paper actually has printed an average of 2,500 copies every issue for a full year, it ought to promptly discharge the man who issued this report, and hire some one more competent to state a fact. If, on the contrary, the average regular issue is actually nearer 500 than 2,500, then *perhaps* the right man is in the right place. A great deal of energy has sometimes been wasted in lying, however, and the same amount has been known to earn a better living sawing wood.

#### A LITERARY ORDER.

The thought most optimistic that  
Doth come to me these days  
Is this—and how I laugh thereat!—  
That pessimism pays!  
Why, only yesterday I wrote  
A poem full of light;  
I sent it out, and got a note  
Returning it ere night.

"These lines are nice," the writer said;  
"They show a dainty touch;  
But you our paper can't have read,  
We think, so very much.  
This happy stuff is out of date;  
Depression is the thing,  
And verses now must growl at fate  
To have the proper ring.

"Declare that life is wholly grief,  
That all on earth is wrong;  
Make 'every man's a fool or thief'  
The burden of your song.  
Drop gladness, drop all your mirth,  
Drop sunshine and fresh air,  
And send us in ten dollars' worth  
Of gloom and dark despair."

—John Kendrick Bangs, in the *Century*.

## AN INTERESTING CASE.

The publishers of the American Newspaper Directory assert that

"While making the annual revision every publisher of a periodical is afforded an opportunity to place on file at the Directory office a signed statement of his actual issues for the preceding year.

"Notice to this effect is mailed in October, and to such as have failed to respond, a duplicate notice is sent again in January. When such a report comes to hand, duly signed and dated, the paper is rated in accordance, in plain figures, preceded by the words in italics, *average issue for a year.*"

The publishers of the Directory assert that

"To be correctly rated costs no publisher anything; all that he has to do is to know how many copies he prints, state the facts and sign and date the statement."

They also announce that

"A reward of \$25 is at any time at the disposal of the publisher who proves that a report such as is indicated above was sent in, duly signed and dated, and was not accepted and used."

The publishers of the Directory, after an experience extending over a full quarter of a century, assert that the impression generally prevailing, that newspaper publishers are in the habit of signing untruthful circulation reports, is not well founded. Publishers do sometimes convey an erroneous impression by speaking in indefinite terms or issuing statements which, if analyzed, do not really say what they appear to say; but a statement under signature, plainly telling what the issue is or has been, is almost always absolutely true. The exceptions are so few that they may be said to prove the rule. Just as soon as the opinion above set forth had been definitely arrived at, the publishers of the Directory began to guarantee their circulation ratings in the following words:

"The correctness of circulation ratings given in figures is guaranteed by a reward of a hundred dollars, which will be paid, in each and every case, to the first person who proves that the Directory has been imposed upon by an untruthful report, and thereby led to assign a rating which is not in accordance with facts."

This guarantee has been plainly and boldly published in every issue of the Directory from 1888 to 1893, both years included, and in the six years the correctness of the ratings have been successfully impugned only five times.

The following is a complete list of the rewards heretofore paid: In 1888, case of Waukegan (Ill.) *Gazette*; in 1889, case of Madison

(Wis.) *Skandinaviske Tribune*; in 1891, case of Prospect (Ohio) *Advancer*; in 1892, case of St. Louis (Mo.) *Anzeiger des Westens*; in 1892, case of Atlanta (Ga.) *Dixie Doctor*.

Pending the investigation of an alleged untruthful rating, some interesting and spicy correspondence is likely to pass between the parties in interest. Sometimes curious and unexpected phases present themselves. The details of the case which follows possess interest as illustrating this fact.

## CASE OF "OUR BROTHER IN RED."

This paper in the American Newspaper Directory for 1893, is described as follows:

**MUSKOGEE**, *Creek Nation*, 2,200 pop., on Missouri, Kansas & Texas Rd. U. S. Commissioner's Court and U. S. Supreme Court for the Territory and U. S. Indian Agency for the Cherokees, Choctaws, Chickasaws, Creeks and Seminoles located here. Engaged in the shipment of cattle, hogs, hides and cotton.

**OUR BROTHER IN RED**; Thursdays; English and Creek; Methodist Episcopal, south; eight pages 13x23; subscription \$1.25; established 1882; F. M. Moore, editor; Our Brother in Red Publishing Co., publishers; circulation, *actual average for the past year*, 1,820.

The Directory appeared in April, and early in June the correctness of this circulation rating was called in question by the letter that follows, and the further correspondence thereafter ensued.

Parsonage of the Methodist Episcopal Church South, W. T. BARNHOUSE, Pastor.

FORT GIBSON, Ind. Ter., June 3, 1893.

PUBLISHERS "AMERICAN NEWSPAPER DIRECTORY":

I hereby claim the "one hundred dollars forfeit" on your guarantee of the circulation of *Our Brother in Red* for the year 1892.

Having myself been foreman of the Our Brother in Red Publishing Co., who published the *Our Brother in Red*, during the greater part of 1892, I know whereof I speak. I herewith inclose my affidavit to the circulation of same. If this is satisfactory proof, please send me the one hundred dollar forfeit by check on New York, if not please let me know what additional proof you demand and I will send it at once, if in reason. I can furnish affidavits of two to four printers who worked on *Our Brother in Red* in 1892 in support of mine. Hoping to hear from you soon, I am yours very truly,

W. T. BARNHOUSE.

P. S. You give it a rating of 1820, whereas no single issue reached over 1752 during 1892. W. T. B.

(Affidavit).

IND. TER., CHEROKEE NATION, }  
FIRST JUDICIAL DIV., FORT GIBSON. }

On this 3d day of June, 1893, personally appeared W. T. Barnhouse, who, being duly sworn according to law, deposes and says:

I was connected with *Our Brother in Red* printing office during almost the entire year

of 1892; that during the greater part of that time I had charge of the mailing department of *Our Brother in Red*, of Muskogee, I. T.; that its circulation did not exceed 1,752 at any issue during the year, and that it was but 1,680 during the greater part of the year 1892.

W. T. BARNHOUSE.  
Sworn and subscribed to in my presence the day and year last above mentioned. In witness whereof I have set my hand and attached the seal of office.

THOS. A. LATTA,  
Notary Public.

NEW YORK, June 9, 1893.

MR. W. T. BARNHOUSE, Fort Gibson, Indian Territory:

DEAR SIR—We have given careful attention to your letter of June 3d, and the affidavit accompanying it.

The affidavit states that you had charge of the mailing department of *Our Brother in Red*, and that its circulation did not exceed 1,752 copies during the year past. Do you mean that the number sent out by mail did not exceed 1,752 copies, and are you prepared to furnish an affidavit that the average number printed during the year did not exceed 1,752 copies? Very respectfully,

GEO. P. ROWELL & CO.

PARSONAGE OF THE  
METHODIST EPISCOPAL CHURCH SOUTH,  
W. T. BARNHOUSE, Pastor.  
FORT GIBSON, Ind. Ter., June 14, 1893.

MESSERS. GEO. P. ROWELL & CO.:

Yours of the 9th inst., in reply or concerning my communication of the 3d inst., to hand and its contents have been duly noted.

Inclosed find "an affidavit that the average number printed during the year did not exceed 1,752 copies" each week. From the tone of your letter I suppose that this is satisfactory proof, and shall therefore expect to receive your check for the \$100 forfeit by return mail.

I was not only in charge of the mailing department, but was also foreman and had full charge of the press rooms during the greater part of the year, and therefore speak from personal knowledge. Facts are facts, and though I regret that you have trusted to a statement not sworn to and have thereby been deceived into a rating not in accordance with truth, some one will be sure to profit by it, and why not I? For none need the forfeit worse than I do? But 70 quires per week were printed during a considerable part of the year. I am yours very truly and respectfully,

W. T. BARNHOUSE.

(Affidavit).

W. T. Barnhouse and W. T. Staggs, having been by me first duly sworn, on oath state that W. T. Barnhouse was foreman of *Our Brother in Red* during the greater part of the year 1892, and that W. T. Staggs was an employee in said office in said year, and that the number of copies of *Our Brother in Red* printed each week did not average during the year exceeding 1,752. W. T. BARNHOUSE, W. T. STAGGS.

Subscribed and sworn to before me, the undersigned notary public, at Muskogee, Indian Territory, on this, the 15th day of June, A. D. 1893.

W. H. McBRIDE, Notary Public,  
First Judicial Division of Indian Ter.

NEW YORK, June 19, 1893.

REV. W. T. BARNHOUSE, Fort Gibson, Indian Territory:

DEAR SIR—We have yours of June 14, with affidavits.

Copies of the affidavits have been forwarded to the publisher of *Our Brother in Red*, and we now await his response. Will communicate with you in due time.

Very respectfully,  
GEO. P. ROWELL & CO.

NEW YORK, June 19, 1893.

Publisher of *Our Brother in Red*, Muskogee, Indian Ter.:

DEAR SIR—The circulation of your paper in the "American Newspaper Directory" for 1893 was rated upon your detailed statement of facts, and guaranteed by us under a forfeiture of one hundred dollars. It reads: "Actual average for the past year, 1,820." This statement is claimed to be false in affidavits sent us and copies of which are inclosed herewith.

Mr. W. T. Barnhouse, in his letter of June 14th, writes that seventy quires per week were printed during a considerable part of the year.

As the case now stands, it would appear that we shall have to pay the one hundred dollars; can you substantiate your report?

We shall be glad to have an early reply.

Very respectfully,  
GEO. P. ROWELL & CO.

OFFICE INDIAN METHODIST.

MUSKOGEE, Ind. Ter., June 23, 1893.

GEO. P. ROWELL & CO., New York, N. Y.:

GENTS—I am in receipt of yours of the 10th containing copies of affidavits of Barnhouse & Staggs impeaching my report of circulation, which, to judge from the tone of your note, you seem to conclude is proof of the fact that other people know more about the circulation of my paper than I do myself. According to my light, those affidavits on their face prove nothing. The two made by Barnhouse do not fully harmonize. The truth is, while Staggs had no knowledge, he knew he could not swear as Barnhouse had done, hence the second affidavit is a modification of the first. The fact is, Barnhouse knew nothing of the date I had covered in my report, but evidently supposed that it covered the calendar year of 1892 exclusively. If you will examine my report, you will see that my largest circulation was in 1891, and the early part of 1892, before Barnhouse was connected with it. He was foreman of the composing room February 17th, with a brief interval, till the 20th of November. Staggs' connection with the office began as a "devil," about the last of March, 1892, and he left in September. Being out a month or so in the summer, you can very well see that the knowledge that either of these men had of the office was general, and not exact, or on a business basis, as neither of them had any, except in the way of actual labor, with the business of the office. As to the motive, that is not difficult to find, it is \$50 apiece, a good deal of money to either of them. Besides, they have a very good reason for secretly disliking me, but I think the money was the main motive to the swearing. Now, I wish to say that I do not think either of these affidavits traverse my statement, as given in my report. But I submit this proposition: As these affidavits may justly be considered as insufficient, you notify them to appear before the U. S. Commissioner here, after notifying me to be present, and let their testimony be taken down authenticated, by the Commissioner, and sent to you; then you can decide if the statements made by me are proven false or not. I have no doubt in my mind but you will be convinced that you need

not pay them \$100, unless you want to put a premium on perjury and ill will.

I am very truly,  
F. M. MOORE,  
Editor *Our Brother in Red*.

NEW YORK, June 28, 1893.

Mr. W. T. BARNHOUSE, Fort Gibson, Indian Territory:

DEAR SIR—Referring to the matter of the circulation of *Our Brother in Red*, we have it in evidence that you were foreman of the composing room from February 17, 1892, most of the time until November 20, 1892. We also have it in evidence that Mr. Staggs was employed in the office of the publisher from about the last of March, 1892, until September, being out a month or so during the summer. This being true, it would appear that your affidavit, as well as the affidavit of Mr. Staggs, could not have covered the same entire period of one year that is given in the report of the publisher of the paper.

It is proposed by Mr. F. M. Moore, its publisher, that you and Mr. Staggs should appear before the United States Commissioner of Muskogee for the purpose of making a statement in detail, which shall cover the entire year referred to in Mr. Moore's report; and that you shall notify him of the date of your appearance, so that he can be present at the taking of testimony.

We now await your further action.

Very respectfully,  
GEO. P. ROWELL & Co.

Parsonage of the Methodist Episcopal  
Church South, W. T. BARNHOUSE,  
Pastor.

FORT GIBSON, Ind. Ter., July 1, 1893.

MESSRS. GEO. P. ROWELL & Co.:

Yours of the 28th ult. to hand. In reply will say: Please note that in the affidavit of Mr. Staggs and myself the statement is positively made that the average circulation of *Our Brother in Red* did not exceed 1,752 copies each week during the year 1892. From what you write I infer that Mr. F. M. Moore has made an affidavit, yet without denying the fact that is vital in this matter. There could be no issue till this is done!

Now, my dear sirs, as the matter has been proven to you by two unimpeachable witnesses, I can expect nothing less than that you immediately forward your check for the forfeit of one hundred dollars, as I suppose you are business men who are willing to meet an issue fair and square, and without equivocation. I could easily prove that the statements made concerning my foremanship and Mr. Staggs' employment are neither correct. If this matter must go into court, it will not go before a commissioner, but Mr. F. M. Moore will be compelled to testify that the average number of copies of *Our Brother in Red* printed each week during the year 1892 did not reach 1,752. I remain yours very truly,  
W. T. BARNHOUSE.

NEW YORK, July 5, 1893.

Mr. W. T. BARNHOUSE, Fort Gibson, I. T.:

DEAR SIR—We have yours of July 1st.

The evidence thus far produced before us is not such as would be satisfactory in a court of law to overthrow the statement made by the publisher of *Our Brother in Red*, concerning his circulation for the year, reported in the "American Newspaper Directory."

As we have advised you, your affidavits cover a different period from that covered by

Mr. Moore's report, a copy of which for your further information we inclose herewith.

It appears to us that the matter can be settled conclusively, one way or the other, as proposed in our letter of June 28th, rather than by further correspondence; and we again suggest that you appear before the United States Commissioner, in company with Mr. Moore, and let the evidence be there given. If you can agree upon any attorney in good standing, and will meet Mr. Moore, and produce all the evidence before him, the decision of such attorney, one way or another, after reviewing all the testimony, will be satisfactory to us.

Very respectfully,  
GEO. P. ROWELL & Co.

#### THE ORIGINAL STATEMENT.

"OUR BROTHER IN RED," }  
MUSKOGEE, Ind. Ter., Jan. 1, 1893. }

MESSRS. GEO. P. ROWELL & Co., Publishers  
of the "American Newspaper Directory":

GENTLEMEN—The issues of *Our Brother in Red* have been as follows:

Copies.	Copies.
Nov. 13, 1891.....3000	May 14, 1892.....1775
Nov. 20, 1891.....1925	May 21, 1892.....1775
Nov. 27, 1891.....1925	May 28, 1892.....1775
Dec. 5, 1891.....1925	June 3, 1892.....1750
Dec. 10, 1891.....1850	June 10, 1892.....1750
Dec. 17, 1891.....1850	June 17, 1892.....1750
Dec. 24, 1891.....1850	June 24, 1892.....1750
Dec. 31, 1891.....1850	July 1, 1892.....1750
Jan. 7, 1892.....1825	July 8, 1892.....1753
Jan. 14, 1892.....1825	July 15, 1892.....1753
Jan. 21, 1892.....1800	July 22, 1892.....1753
Jan. 28, 1892.....1800	July 29, 1892.....1753
Feb. 5, 1892.....1800	Aug. 5, 1892.....1753
Feb. 12, 1892.....1800	Aug. 12, 1892.....1753
Feb. 19, 1892.....1800	Aug. 19, 1892.....1753
Feb. 26, 1892.....1800	Aug. 26, 1892.....1753
Mch. 4, 1892.....1800	Sept. 2, 1892.....1753
Mch. 11, 1892.....1800	Sept. 9, 1892.....1753
Mch. 18, 1892.....1800	Sept. 16, 1892.....1753
Mch. 25, 1892.....1800	Sept. 23, 1892.....1753
April 2, 1892.....1800	Sept. 30, 1892.....1753
April 9, 1892.....1800	Oct. 7, 1892.....1753
April 16, 1892.....1800	Oct. 14, 1892.....1753
April 23, 1892.....1800	Oct. 21, 1892.....1753
April 30, 1892.....1800	Oct. 28, 1892.....1753
May 7, 1892.....1775	Nov. 4, 1892.....1750
	Nov. 11, 1892.....1825

Total issues for the year..... 94,691

The total number of copies printed in the entire year, 94,691, when divided by 53, show the average issue to be 1,820 copies. This I believe to be a correct report of the issues of *Our Brother in Red* for an entire year; and it is made, after repeated invitations to do so, for the "American Newspaper Directory." The correctness of each weekly issue will be verified at any time, should it be of importance to do so.

F. M. MOORE,  
Editor and Business Manager.

Parsonage of the Methodist Episcopal  
Church South, W. T. BARNHOUSE,  
Pastor.

FORT GIBSON, Ind. Ter., July 8, 1893.

MESSRS. GEO. P. ROWELL & Co.:

GENTLEMEN—Pardon me for again writing without first complying with your suggestion, but being satisfied that reasonable evidence will convince you, I take the liberty to re-refer you to the tabulated statement of the publisher of *Our Brother in Red*.

You will please note therein, that he has reported what he claims to be the number of copies printed for (53) consecutive issues from Nov. 13, 1891, to (and including) Nov. 11, 1892, the sum total of which he divides by 52 (94,691 divided by 52 equals 1820). If you will divide 94,691 by 53 (the number of issues he really tabulates), you have 1,786 and a frac-

tion. This, without further proof, is conclusive evidence before you that the statement made in the "American Newspaper Directory" is not correct, it placing the circulation of *Our Brother in Red* at 1,820.

Believing that this will be sufficient proof to satisfy you in this matter, I await your remittance.

I am yours very respectfully,

W. T. BARNHOUSE.

NEW YORK, July 14, 1893.

REV. W. T. BARNHOUSE, Fort Gibson, Indian Territory:

DEAR SIR—Your letter of July 8th is at hand, and suggests some further interesting considerations.

We will communicate with you again, and quite fully, early next week.

Very respectfully,

GEO. P. ROWELL & CO.

A careful revision of the case revealed still another irregularity in the report. The correct footing of the figures set down would be 95,091, instead of 94,601. This is an error against the publisher, and not the sort which a dishonest man would be likely to make.

The conclusion finally arrived at was: (1st) The Directory has been misled by a report that was not exactly what it should have been. (2d) Mr. Moore, probably, did not intend to deceive. (3d) Whatever Mr. Moore's intentions were, Mr. Barnhouse has proved himself entitled to the reward of \$100. (4th) Notwithstanding the payment of the reward in this case, it would be manifestly improper to add the name of *Our Brother in Red* to the list of those newspapers who have obtained a false rating by an untruthful circulation report; because the falsity of the report consisted mainly of an error which may have been unintentional, and which the editor of the Directory ought to have discovered.

The case, with the decision, is presented to the advertising public as possessing interest. It will be interesting to note whether the conclusion arrived at will be generally pronounced a just one.

The average man of political prominence, who imagines himself self-made, would be a bankrupt if compelled to pay what he really owes to the newspapers.—*Canajoharie Radii*.

A Trifling Error.—Patent Medicine Proprietor: That's a nice mistake you made. Testimonial Writer—What's the trouble now?

P. M. P.—I told you to write an indorsement from a blind man saying how his sight was restored by using Dr. Fakes' Eyelene, and you began it: "Dear sir, I saw your advertisement in the *Scorcher*!"—*Raymond's Monthly*.

## STICKERS WON'T GO.

From the *Brighton Register*.

The attempt of an advertising solicitor to secure orders in our town for stickers for the silver dollar, gives the following letter from Washington to the *Register* a local interest:

"Stickers" are giving the Treasury Department a lot of bother. They are circular bits of paper with advertisements on the face and mucilage on the back. Made by a lick of the tongue to adhere to the reverse side of a silver dollar, one of these little plasters is just big enough to fit inside of the milled rim. They have been coming widely into use in the West and South. Every time a merchant receives a cart-wheel dollar in the way of business he slaps a sticker upon it, which reads: "Take me back to Bagg's cheap furniture house, where you get the biggest value for cash;" or, "Return me to Snaggs, the dry goods man, and I will fetch a bargain." This ingenious idea is copy-righted by a Western man, who prints and supplies the gum stickers to merchants at so much a thousand. His circulars, distributed broadcast over the country suggest that shop-keepers would be wise to make haste to avail themselves of this novel method of advertising before a law is passed forbidding it. Meanwhile dollars with stickers on them are flowing into the treasury from all over the United States. Banks and business houses are writing every day to the department begging it to abate the nuisance, which in the West has already spread alarmingly. Many people are unwilling to accept the sticker dollars, and so the circulation of Uncle Sam's coins is interfered with. Most banks will not take them, because the treasury has issued a notification to the effect that it will not accept or redeem them. It holds that they are defaced and are not legal tender on that account. It is true that they might be restored to their original perfection by removing the stickers, but Secretary Carlisle has no appropriation for scraping them off. The mucilage employed is of so excellent a quality that twelve hours' soaking does not loosen the paper from the silver. Furthermore, the covering up of one side of the coin renders it greatly more difficult to discover whether or not the latter is a counterfeit.

Fortunately there is a legal enactment forbidding the defacement of United States money, and that law is to be enforced for the immediate suppression of this new attack upon the currency. Many district attorneys in various parts of the country have already threatened to prosecute merchants using the stickers, and the business will doubtless be brought to an abrupt close.

Editor.—What's that you said about whistling?

Reporter.—In Iceland it is a violation of the divine law to whistle.

Editor (to foreman).—Put this ad in the paper at once: Wanted—Office boy. Only those living in Iceland need apply.—*Norristown (Pa.) Herald*.

His Scheme.—"Of course, Mr. Oddman," said the city editor, "we will publish this obituary of yourself at the usual rates, along with the notice of your alleged death, but I can't quite see the object."

"My dear sir," interrupted the Chicagoan, "my wife has seven sisters, all with large families, and they all have passes over the railroads entering Chicago while the Fair is open. I am going to send two marked copies of this notice to each one!"—*Truth*.



## NEWSPAPERS OF SALT LAKE CITY.

*By Joel Shomaker.*Manager of the SALT LAKE PRESS CLIPPINGS,  
INTELLIGENCE AND LITERARY BUREAU.

No city in the world probably has such a peculiar field as Salt Lake. Every publication, whether daily, weekly or monthly, is essentially a class journal. Each paper appeals to the religious or political enthusiasm of a certain exclusive class of readers, and, as a general rule, the circulation is limited to that boundary. No one purely newspaper can therefore be named as a medium for reaching the general public.

*The Tribune*, daily and weekly, stands first as a newspaper and general advertising publication. It circulates principally among the non-Mormons of Utah, Idaho, Montana, Wyoming and Nevada. It is essentially the miner's newspaper of this section, and is read by the Gentiles of all classes. Hon. C. C. Goodwin, the editor, is recognized, far and near, as the standard authority on all subjects pertaining to the financial and commercial interests of the inter-mountain region. Tourists and traveling men always purchase the *Tribune* while sojourning in Utah, or the surrounding tributary country. The statement in the American Newspaper Directory, that the actual daily circulation for the past year was 8,508, is undoubtedly correct. It is the only metropolitan seven-day paper published in this section of the West. The weekly has less circulation, and is read by farmers and miners at isolated points where the daily cannot conveniently reach.

*The Herald* is no doubt the second daily in point of circulation, and a medium for reaching one class of readers. It is read by a distinct class, chiefly Mormons who oppose the liberalism as advocated by the *Tribune*. It advocates democracy and Statehood for Utah, and as the Territory is Democratic, it is probably the best daily medium for reaching the public officials. The semi-weekly has a good circulation among the farmers of Utah, southern Idaho and western Wyoming. The reason for the American Newspaper Directory quoting a questionable rating, exceeding 4,000, is no doubt occasioned by the fact that, during the political campaign of last year, many extra copies of the semi-weekly were frequently issued and used for campaign purposes.

*The Deseret Evening News* is the official organ of the Mormon Church, and is the only evening paper published in the city. Its daily circulation is less than the *Herald*, rated as exceeding 2,250, but the semi-weekly is probably equal, and exceeds 4,000. For reaching the general newspaper readers of the Church it is, no doubt, one of the best semi-weekly publications in the Territory.

*The Irrigation Age*, semi-monthly, is strictly a class publication, devoted exclusively to the irrigation interests of the West. It reaches a large number of farmers, investors, canal builders and engineers, scattered over seventeen States and Territories, where irrigation is practiced. The circulation is probably near the 8,000 mark.

*The Rocky Mountain Rancher* is a weekly publication, devoted to farming, stock-raising and general irrigation. Its field of circulation is principally among the farmers of Utah and Idaho. The rating, exceeding 4,000, may be correct, but it is evident that the excess of that number is not great, if any at all.

*The Juvenile Instructor* is a Mormon publication, devoted to instructing the youth of the Church. It is published semi-monthly and is carefully preserved by the subscribers.

The circulation, rated as exceeding 7,500, is the greatest of any publication in the city.

*The Contributor* has a good circulation among the young men and women of the Mormon Church, being the organ of their Mutual Improvement Societies. It is published monthly and is rated correctly, as its subscription list certainly exceeds 4,000.

*The Woman's Exponent* is devoted to Woman Suffrage, and is the official organ of the Female Relief Society of the Mormon Church. It is published semi-monthly, and has a circulation of something over 4,000.

*The Utah Magazine* is a well-edited literary monthly, with a circulation of something over 4,000. It is devoted to the interests of no particular class, and is read by both Gentiles and Mormons.

*The Journal of Commerce* is a semi-monthly journal, which follows the style of other journals of its kind. It circulates principally among the business men, and has a circulation of probably 1,000.

*The Hotel Reporter*, not mentioned in the American Directory, is a very fair representative of the hotel interests. The paper compares favorably with others of its class, and in fact has a neater appearance than most hotel papers. It is filled with advertising, and has an air of prosperity.

*The Stock and Mining Journal* is a small daily mining paper, well filled with advertisements and not 1 for its personal notices of every man interested in the mining districts of the Territory. It has a circulation of over 600, and seems to be prospering.

*University Chronicle* and *Deseret Eagle* are college papers, published during the school year by the students of the University and School for the Deaf. The former is published weekly and the latter semi-monthly.

*The Children's World* is a small semi-monthly publication, and, as its name indicates, is read by the children of Utah. Its circulation is not large.

*The Church Notes* is a monthly Protestant-Episcopal publication. Its circulation, about 1,000, is limited to Salt Lake and the missions surrounding the city.

*The Utah Freie Presse* and the *Beobachter* are two German weeklies with small circulations. The *Beobachter* has the largest list of probably 1,000 subscribers.

*The Blikuben* is a Norwegian-Danish weekly, with a circulation of nearly 1,000.

*The Svenska Hvalorden* is a small Swedish publication, with a circulation of something over 500.

*The Western Knight*, *Utah Odd Fellow* and *Rocky Mountain Workman* are society papers, circulating about 1,000 of each among the respective orders they represent. All are published monthly.

*The Rocky Mountain Scotsman* is a neat weekly magazine but recently published. It is devoted to the Scottish-American citizens of the West, but at present its circulation is limited to Utah.

*The Church Review*, an evangelical weekly, and the *Labor Sentinel*, devoted to the cause of labor, are small Saturday publications, with circulations of probably 800 each.

*The Young Woman's Journal* is a monthly publication, the organ of the Young Ladies' Mutual Improvement Associations of the Mormon Church. It has a good circulation, probably exceeding 5,000 subscribers.

*The Inter-Mountain Practical Educator* is published monthly and is read chiefly by the school teachers of the Territory. Its circulation is probably 500, and the publication is suspended during the vacation season.

*The Mining Age* has recently suspended,



and the *Salt Lake Democrat*, given in the American Newspaper Directory, cannot be located. It might refer to one of such name published some time ago, but is no longer in existence.

#### ANOTHER REPORT OF THE NEWSPAPERS OF LOWELL, MASS.

By Ralph B. Lyman.

In my opinion the two representative papers of the two-cent dailies, in Lowell, are the *Morning Mail* and the *Morning Times*. The two representative papers of the one-cent dailies are the *Daily News* and the *Evening Star*. The circulations of the *Mail* and the *Times* keep very near alike. I will give the *News* a strong 8,000, and the *Star* a strong 4,500.

The *Courier*, *Citizen* and *Evening Mail* are all two-cent evening papers, and the *Sun* is one cent.

The circulations of the *Courier* and *Citizen* are very near alike. They sell about 1,800 each. The *Courier* issues the *Weekly Journal*, with a circulation of about 1,800. The *Citizen* issues the *American Citizen*, weekly, with 800 for circulation. The *Evening Mail* has reached 600, but I doubt if it ever went above that. The *Sun* claims 7,500, but I know they do not sell one-third that number.

The French papers have a very good circulation, considering the French population.

*Le National* is the leading one, with a daily local circulation of 4,000. It also has a Manchester edition, in which the reading matter is the same, but the Lowell advertisements are omitted for those of Manchester. They send about 1,200 there. They also have a system by which Salem, Lawrence, Lynn, Nashua, Keene and other cities are reached, and where they send about 600 copies. The other French daily, the *L'Etoile*, has a much smaller circulation, about 1,500. *L'Etoile* also prints the *Weekly L'Etoile*, with a circulation of 1,500. *L'Etoile* also prints *Le Progrès de Lawrence*, and *Franco-American*, of Salem, both being printed Thursday. On Thursday they issue *Le Courier de Haverhill*. The weekly editions have about 800 circulation each.

Both *Le National* and *L'Etoile* circulate to a certain extent in Canada.

The *Vox Populi*, weekly, has 1,800 circulation.

The *Saturday Evening Mail* has about 800.

The *Tribune*, published mostly in the interest of Dracut, claims 500.

The *Campaign* and *Old Fellows' Gazette* I do not know about, because their circulation is almost entirely outside of Lowell.

The *New Moon* is an advertisement of Hood's Sarsaparilla.

The *Sunday Arena* is defunct, and has been so for almost a year.

#### THE NEWSPAPERS OF WILKES-BARRE, PENNSYLVANIA.

By a reporter on the spot.

In Wilkes-Barre are published four dailies—two morning, two evening—and thirteen once-a-week papers. Two of these are printed for Sunday. Three of the weeklies and both Sundays are printed in connection with dailies.

This little city, the county seat of Luzerne county, is situated in Wyoming Valley, on the banks of the Susquehanna river. Electric railroads connect it with all the other towns of the valley—Pittston, Nanticoke and Plymouth being the largest of them. Population is about 40,000 within the city limits, but within

6 miles up and down the valley there are over 100,000 people. Mining is the principal industry, though here are situated the largest axle works and lace curtain factory in the country, large iron foundries, mine machine, cutlery and gun works, screen and iron fence manufactories, clothing and boot and shoe factories, and there are several large manufacturing establishments in prospect. Cheap fuel brings them. Seven railroads center here—Lehigh Valley, Delaware, Lackawanna & Western, Penna., Erie & Wyoming Valley, Delaware & Hudson, Central of N. J., and Wilkes-Barre and Western. It is the richest town, in proportion to population, in the State.

The *Evening Leader* is printed on a new Goss perfecting press. It is Democratic. Prints about 3,200 copies. So its American Newspaper Directory rating of G—exceeding 4,000—is not so very far out. In the same office are published the *Sunday Morning Leader* and *Union Leader*, Fridays. The rating of G for Sunday is probably as near the mark as the daily, but H—exceeding 2,250—for the weekly seems an exaggeration.

*News-Dealer*, every morning except Sunday, is a has-been. Its old-fashioned press grinds out 1,100 or 1,400 papers every "weekday" morning. Its circulation rating of H—exceeding 2,250—is flattering. It is an erratically edited Democratic sheet. The weekly edition—*Dollar Weekly News-Dealer*—is thrown together from the daily and preceding Sunday issue. Perhaps has as large a circulation as the daily.

The *Sunday News-Dealer* is sensational, but bright and newsy. Has good advertising patronage. May have 4,000 circulation, as claimed.

The *Record*, daily except Sunday, is Wilkes-Barre's representative paper. In politics it's Republican. It was the first in town to print on a perfecting press. It has eight 7-column pages. Has plenty of local and surrounding town news. The circulation figures for the day before are printed beside first-page heading each day. It now has about 7,250 circulation. The *Record's* weekly—*Record of the Times*—is certainly entitled to its rating of J—exceeding 800. The general indications are that the *Record of the Times* has more circulation than either of the weeklies above named.

The *Times*, every evening except Sundays, is comparatively a new paper. It was moved to Wilkes-Barre from Kingston, across the river. Is Independent-Republican. Prints eight 6-column pages on perfecting press and sells for one cent. Evidently intends to make itself heard in this part of the commonwealth.

Its publisher, C. B. Snyder, was at one time one of the proprietors of the *Record*. A visit to the *Times* press room when the paper is being printed will convince any one that its circulation rating of H—exceeding 2,250—is much too small. G—exceeding 4,000—would not be too high.

*Demokratischer Wachter*, Democratic German weekly, Wednesdays, is rated in American Newspaper Directory at H—exceeding 2,250. Print twelve or thirteen hundred.

*Samstag Abend*, German weekly, Saturdays, published by *Demokratischer Wachter*, publishers, and rated at J—exceeding 800—doesn't quite come up to its rating.

*Germania*, German weekly, published by a former editor of the *Luzerne County Express*, was lately sold out by the sheriff. Hasn't resumed publication.

*Luzerne County Express*, German weekly, doesn't flourish as it once did. Its circulation rating of J—exceeding 800—is plenty.

*Luzerne Legal Register* is a weekly publication about the size of PRINTERS' INK, empowered by special act of the Legislature to publish all legal ads, for the convenience of the lawyers, who are almost its only subscribers. It publishes reports of important court cases, and is generally bound for preservation. There are something over 200 lawyers in the county, and the *Register* probably sends a few copies out of the county.

*Telephone*, Saturdays, is a sort of an old-fashioned country weekly. One of the editors spends much of his time visiting the small towns for miles around. His correspondence mentions every man, woman and child seen during the week's pilgrimage. This gives parts of the paper the appearance of a directory. But it pleases the subscribers. It is generally conceded here that they number about 3,000.

*Watch Fire*, a prohibition weekly, is seldom seen. If it prints 800, as the Newspaper Directory rating of J says, we don't know what they do with them—it's possible that many are printed, though.

*Council Chat*, semi-monthly, is the organ of the Junior Order of American Mechanics. Circulation is a mystery.

*Lackawanna Presbyterian*, is a church monthly, of small circulation in the presbytery. Has only a few local ads.

*Telegram* is a small folio. Patent inside and principally ads outside. Mainly given away.

*Ashley Observer*, a patent inside weekly, is printed in a job office here. Purports to have subscribers in Ashley, but the chief circulation seems to be among Wilkes-Barre advertisers. It is thrown around like a hand-bill. Is not entered at the post-office.

The *Ashley Bulletin* is much like the *Observer*, only neater, and is printed all at home.

*Saenger-Zeitung* is a monthly advertising sheet, started as a programme. Is kept afloat by advertising.

#### ASKED A LITTLE TOO MUCH.

*From the Boston Globe.*

He came into the counting-house and left an advertisement, which read:

TEN LADY TYPEWRITERS wanted; state wages. Apply by letter to A. B. & Co.

Then he went out, and four days later he came back.

"What's the matter with the paper?" he asked the clerk.

"Nothing that I know of."

"Did you put that ad of mine in?"

"Of course. Didn't you see it?"

"No; I haven't had time to look it up, but I haven't had a single reply. Are you sure you put it in?"

The clerk got down the file and turned to the "wants."

"There it is," he said, whirling the paper around so the advertiser could see it.

He read it over carefully, and his face lighted up.

"No wonder I didn't get any answers," he said, curtly.

"What's the matter with it?" asked the clerk, hauling it around before him.

"Read it," commanded the advertiser, and the clerk read:

TEN LADY TYPEWRITERS wanted; state wages. Apply by letter to A. B. & Co.

The clerk apologized, made the correction, and next day the advertiser received ninety-nine replies, and they are still coming.

#### Miscellanies.

A Western editor's salutatory is short: "I will monkey with this paper for a while."—*Ex.* He probably intends to make an organ out of it.—*Weekly Journalist.*

Assistant: Who is this Professor Smith that is to speak at the banquet this evening?

City Editor—Don't know; just refer to him as the "well-known Professor Smith."—*Raymond's Monthly.*

Hard Work.—"Do you do any magazine work, Scribb?"

"Yes. My magazine work is the hardest I have."

"What do you do?"

"I read 'em."—*Brooklyn Life.*

What He Wanted.—Manager (rushing into station-house excitedly): I want a detective, right away! My star has been robbed of all her jewelry!

Sergeant—You don't need any detective then; you want a reporter.—*Brooklyn Life.*

An Editor's Mistake.—The editor of a weekly journal lately lost two of his subscribers through accidentally departing from the beaten track in his answers to correspondents. Two of his subscribers wrote to ask him his remedy for their respective troubles. No. 1, a happy father of twins, wrote to inquire the best way to get them safely over their teething, and No. 2 wanted to know how to protect his orchard from the myriads of grasshoppers. The editor framed his answers upon the orthodox lines, but unfortunately transposed their two names, with the result that No. 1, who was blessed with twins, read in reply to his query: "Cover them carefully with straw and set fire to them, and the little pests after jumping about in the flames a few minutes will speedily be settled."

While No. 2, plagued with grasshoppers, was told to "Give a little castor oil, and rub their gums gently with a bone ring."—*Boston Traveler.*

In Point of Fact.—When Mr. John Ford was editor of the *New York Times* and Mr. Junius Henri Browne was a contributor to its editorial columns, the newspaper had in its employ an office boy whose surname was Gillam. There are so many Gillams in the world that the Christian name of this one escaped the historian's eagle eye. Suffice it to say that he was an office boy of the kind to be found only in newspaper offices, *i. e.*, a *blase* and supercilious individual to whom the Chief Justice of the United States Supreme Court was of no more importance than an ordinary spring poet, and to whom the first baseman of the New York ball nine was an incomparably greater man than either.

One day Mr. Browne had to wait in the outer office a few minutes and engaged the hero of this tale in conversation. He talked to the lad first about his duties and then about the people with whom he came in contact. "How much do you earn a week?" Mr. Browne finally asked.

"Twenty dollars," replied the boy, as he moved off to answer Mr. Ford's bell. This rather surprised Mr. Browne, and when he was talking with Mr. Ford he commented on the princely salaries paid to office boys by the *Times*. Mr. Ford rang for Gillam.

"What did you mean by telling Mr. Browne that your pay was twenty dollars a week?" "I didn't tell him I got twenty dollars. He asked me how much I earned and I told him twenty dollars, but I only get six."—*Life.*

**The Color of It.**—The exchange fiend was looking over the pile of newspapers, picking out Fourth of July editions in red, white and blue.

"It seems to me," observed the funny man, "that you only read by colors."

"Um," responded the exchange fiend.

"I say, if you should become color blind you couldn't read at all, could you?"

"If I were color blind," smiled the exchange fiend, "everything would be read to me," and the funny man forgave him.—*Detroit Free Press.*

## SOME LEADING NEWSPAPERS.

### ARKANSAS.

In Conway County, Arkansas (pop. 19,499), the largest circulation rating is accorded to the **Weekly Pilot**, published at Morrilton.

**BAPTIST VANGUARD**—A weekly, published at Little Rock, has the largest circulation rating accorded to any organ of the colored race published in Arkansas.

### CALIFORNIA.

**OUR HOME**, San Francisco—Is given an average monthly issue of 36,539, by far the largest of any monthly in California.

### ILLINOIS.

**Rights of Labor**, Chicago—Of the dozen papers in the country devoted to the interest of the Knights of Labor, this weekly is accorded a larger circulation rating than any other, with one exception.

### INDIANA.

The **Indianapolis News** conditions payment on larger circulation than any other three dailies in Indiana combined. Average over 30,000.

**American Nonconformist**: Issued at Indianapolis, has a higher circulation rating than is accorded to any weekly newspaper in Indiana.

### KANSAS.

**TOPEKA ADVOCATE**—Official State paper. Farmers' Alliance organ—credited with the largest weekly circulation rating in Kansas.

### MASSACHUSETTS.

**Farm-Poultry**, Boston, monthly: regular circulation 30,717, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

### MISSOURI.

**MEDICAL BRIEF**, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

**REPUBLIC**—St. Louis. Its daily edition is one of the (only five) daily papers, and its Sunday and weekly editions are two of the (only forty-seven) weekly papers in Missouri, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 52,746 copies daily, 52,746 copies Sunday and 140,806 copies weekly, which is the largest guaranteed circulation in the State. No other daily or weekly of a daily in St. Louis furnished the Directory with a statement in detail of actual circulation every issue one year.

### NEW JERSEY.

**True American**, TRENTON, N. J.,

Is among the only three daily papers in New Jersey to which the American Newspaper Directory accords a circulation of more than 6,100 copies each issue.

### OHIO.

**The American Builder**, Cleveland, is accorded the largest circulation rating of any architectural or builders' journal west of New York.

## THE SUN AND VOICE CLEVELAND, OHIO.

is the only exclusive Sunday paper in Cleveland, Ohio (16 pages), the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 21,000 copies.

### ONTARIO.

## METHODIST MAGAZINE, TORONTO.

the illustrated literary magazine of Canada, established 1872, is one of the (only ten) publications in Toronto, Ontario, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 8,406 copies.

### PENNSYLVANIA.

**Pittsburgh Press** has the largest circulation rating of any daily in that city, viz: 40,964

**Colliery Engineer**, monthly, Scranton, Pa., has the largest circulation rating accorded to any paper in America published in the interest of mining. Its circulation is national.

### TENNESSEE.

**MEMPHIS APPEAL-AVALANCHE**—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

### VIRGINIA.

**BIBLE READER**—Weekly, published at Richmond, is given the largest circulation rating of any paper published in Virginia.

## Disputed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**STAMPS FOR COLLECTIONS**—Send for lists, E. T. PARKER, Bethlehem, Pa.

**SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co.**, 7 New Chambers St., N. Y.

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

**JOB PRINTING**—First-class, and no other. Printers' Ink Press, N. Y.

**BE INDEPENDENT**. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 132 Nassau St., New York City.

**FREE SAMPLE COPIES AND RATES**. We reach the people. THE GREAT WEST, Aberdeen, S. D.

**LET ME SHOW YOU SOMETHING** if you advertise in local newspapers. Send address. CHAS. W. HARPER, Columbus, O.

**GERMANIA** Magazine for the study of the German language and literature. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

**DIRECTORY PUBLISHERS**, please send circulars and price list of your directories to U. S. ADDRESS CO., L Box 1467, Bradford, McKean Co. Pa.

**PATENTS** HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information.

**TRADE-MARKS** Registered in U. S. and abroad. Interferences and infringements conducted. Advice free. Write Glascock & Co., Washington, D. C.

**PUBLIC OPINION** Always pays Advertisers. Washington. New York.

**NEW YORK LEDGER**

**THE EVENING JOURNAL,**

JERSEY CITY'S

**FAVORITE FAMILY PAPER.****Circulation, - - - - 15,500.**

Advertisers find IT PAYS!

**WHEN**

making up your list for the season don't forget our **30,000 PROVEN; 15C. PER LINE.** Get a copy.

ONCE A MONTH, Detroit, Mich.

**WATCHES****Are the Best PREMIUMS.**

Address the manufacturers direct.  
**THE PHILADELPHIA WATCH CASE CO.,**  
 RIVERSIDE, N. J.

**PNEUMATIC TUBES****FOR NEWSPAPER OFFICES.**

SEND FOR ESTIMATES TO

**METEOR DESPATCH CO.,**

28 E. 14th St., New York.

89 State St., Boston.

The Public Ledger, Philadelphia, uses our system.



**ALL ARITHMETICAL PROBLEMS** solved rapidly and accurately by the Comptometer. Saves 60 per cent. of time and entirely relieves mental and nervous strain. Adapted to all commercial and scientific computation. Why don't you get one! Write for pamphlet. **Felt & Tarrant Mfg Co.,** 52-56 Illinois St., Chicago.

**STUDY LAW AT HOME.**

TAKE A COURSE IN THE  
**Sprague Correspondence**  
 School of Law.

(Incorporated) Send ten  
 cents (stamps) for  
 particulars to

**J. COTNER, JR., SECY**  
 DETROIT, MICH.  
 Telephone Bldg.



**RAPID ADDRESSING.**  
 The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address **F. D. BELKNAP, Pres.,** 314, 316 Broadway, New York City.

**DON'T**

Order any kind of cuts for printing until you have heard from us. It will pay you to write us.  
**CHICAGO PHOTO ENG. CO.**

**OUR  
 INTERESTS  
 ARE  
 MUTUAL**

**YOU ADVERTISE** | **OUR BUSINESS**  
 to increase | is to secure you  
 your business. | that increase.

Over Quarter of a Century has given us an experience in placing advertisements that leaves no fear of the service we can secure, no doubt of the results. We have records of the circulation—its value as an advertising medium, etc.—of almost every publication in America.

We get you the most service for the money.

We are not selling, but buying for you in the lowest market, and we do not charge for our services. Our commission is paid by the publishers.

ADDRESS

**The Geo. P. Rowell Adv. Co.**  
 NEWSPAPER  
 AND MAGAZINE ADVERTISING,  
 10 SPRUCE ST., NEW YORK.

**The Sacred Heart Review**

OF BOSTON. THE GREAT RELIGIOUS WEEKLY OF NEW ENGLAND.

**READY MONEY IS SCARCE!**

HOW CAN YOU **REDUCE YOUR PAY-ROLL** AND YET **INCREASE**  
 YOUR **CIRCULATION** AND GIVE YOUR SUBSCRIBERS  
 THE **LATEST NEWS?**

*Why, by putting in a "NEW MODEL" Web.***WE ARE BUILDING IT FOR YOU.****CAMPBELL PRINTING PRESS & MFG. CO.,**

160 WILLIAM STREET, NEW YORK. 334 DEARBORN STREET, CHICAGO.

DROP US A LINE FOR PARTICULARS.

## Always Find "Good Value for the Money."

**H. C. BUCHANAN & CO., Publishers,**

NEW YORK, May 29, 1893.

**E. C. ALLEN & CO., AUGUSTA, MAINE.**

GENTLEMEN—It is with the utmost satisfaction that we send you check herewith on account of May advertising. Will send large remittance in a few days. It is a pleasure to do business with you, as your magazines certainly do give good value for the money.

Yours truly,

(Signed)

**H. C. BUCHANAN & CO.**

Dictated by H. C. B.

**T**HE great point for an advertiser to consider is circulation. Next, he should avail himself of one that cannot be duplicated. It has become universally known that no substitute can be found for Allen's Lists. The papers comprising them are not thrown away, but are carefully read in the leisure of the home by family and friends—thrifty people who spend money freely, as hundreds of our regular advertisers are pleased to acknowledge. Allen's Lists will prove their value as an unusual medium for advertisers, by testimonial or by trial. While the one furnishes evidence of a satisfactory return from many people, the other will effectually remove any doubt you may have as to *your own advertisement* bringing the pleasing results that you have hoped for but never realized.

**E. C. ALLEN & CO., Proprietors, Augusta, Maine.**




## NO HARD FEELINGS

NEED BE ENTERTAINED TOWARD  
YOUR PRINTER IF YOU PATRON-  
IZE WORKMEN WHO THOROUGHLY  
UNDERSTAND THEIR BUSINESS.  
THAT'S THE KIND YOU FIND AT  
10 SPRUCE ST.

PRINTERS' INK PRESS, Wm. JOHNSTON, MGR., NEW YORK.



*Would you  
like an  
Advertisement  
Printed  
in Colors in  
THE NEW  
YORK  
RECORDER?*



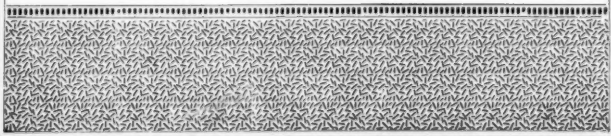
It is the only Daily Newspaper in the World that does this sort of thing, you know.

Doesn't it strike you that such an advertisement would attract attention?

And don't you think that such an advertisement would make an impression?

Only a limited amount of space is given each week to advertisements, and it is necessary to arrange well in advance.

Rates, etc., will be given on application.



# To Every Person

who was a subscriber for  
Printers' Ink in

~ ~1892~ ~

A Sample Copy of the  
Issue of September Sixth, 1893

will be sent.

NEW YORK, July 10, 1893.

Manager Associated Industrial Press, 918 F St., N. W., Washington, D. C.:

DEAR SIR: We desire you to call on Third Assistant Postmaster-General Craigie in behalf of PRINTERS' INK, and state to him that on Wednesday, September 6, we wish to send a sample copy of PRINTERS' INK to every person who was a subscriber in 1892, but who is not a subscriber at the present time. We wish to direct the attention of those persons to the fact that PRINTERS' INK is no longer officially pronounced by the Post-Office Department to be a circular, such an impression having proved very injurious to PRINTERS' INK. The edition of PRINTERS' INK for September 6, as above explained, will be very large—more than 50,000 copies. We shall wish to make it a particularly interesting paper, and with that in view shall wish to make a good display of advertising patronage, as well as of other features. In order that we may make a good display of advertising patronage, it will be necessary for us to announce in advance what we are going to do. If, in announcing such a plan as has been outlined above, it will be assumed by the Post-Office Department that we violate a law or regulation, why, of course, we must abandon the whole scheme. We are not, however, aware of any law or regulation which will be violated, for if it is proper that we shall do as we propose, it must, of course, be just as proper for us to announce in advance what it is that we are going to do. If the Post-Office Department is going to assume that a publisher may not seek advertisements by telling advertisers in advance what service he will render, that practice on the part of the Department, as soon as it is well understood and thoroughly enforced, will kill a large number of the most enterprising publications now in existence. Your report of the result of the above interview will be awaited with interest, and as there is no time to waste, we hope that we may be favored with it without any unnecessary delay. Please address

PRINTERS' INK.



The Third Assistant Postmaster-General having seen the above, and not having indicated any objection to the sending of sample copies as proposed, the same will be sent as announced, and there will be an effort to make the issue of September Sixth one well worth the attention of advertisers and readers.

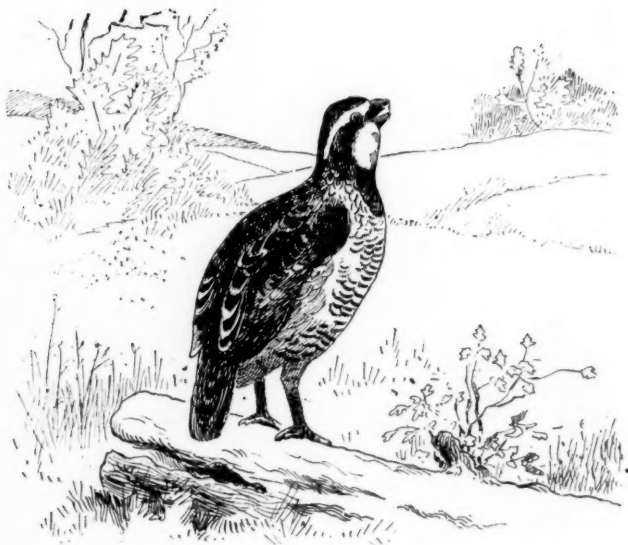
Advertisements intended for the issue of September 6th should be in hand not later than August 30th.

Address all orders to

**PRINTERS' INK,**  
10 Spruce Street, New York.

DO IT NOW!

DO NOT WAIT!



PUBLISHERS WHO WISH TO OBTAIN A SPECIFIED NUMBER OF SUBSCRIBERS FOR **PRINTERS' INK**, AND PAY FOR THEM IN ADVERTISING, SHOULD FIRST WRITE AND TELL EXACTLY WHAT THEY WANT, SO THAT THE TERMS MAY BE UNDERSTOOD AND AGREED UPON IN ADVANCE. ADDRESS

**PRINTERS' INK,**  
10 SPRUCE STREET, NEW YORK.